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ABSTRACT

Personal grooming is the topic of this learning activity package, which is one part of a consumer education series for secondary students. The module attempts to make students aware of the importance of personal appearance and grooming and to emphasize the direct correlation between maintaining good health and looking good. The learning package includes instructions for the teacher, suggestions for activities, lists of resource materials, film guides, student activity worksheets, a student resource booklet of readings, and answer keys. Content taught includes personal appearance, first impressions, consumer pointers and rip-offs (often designed to lure the consumer into buying fraudulent products guaranteeing instant health or beauty). Students are involved in many activities. Some examples follow. Students role play a situation in which they must judge a person quickly by his physical appearance. They survey the class to see what personal care appliances are owned by class members and then discuss personal factors to consider before purchasing a personal care appliance. Students conduct a test of cosmetics with the brand name concealed, trying to choose the more expensive products. They read journal articles and view films on various topics, including effective measures and ingredients against acne, the use of sun protection factors, and a successful weight reduction program. (Author/RM)

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HEALTH
AND
THE CONSUMER

PERSONAL GROOMING: "Let's Face It!"

Skills for Consumers Applied Today

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Teacher PAL Tips

Welcome, teachers, to this $CAT Consumer Education Teacher PAL*. We hope you will find this a useful resource while you are teaching this subject. Features of this PAL include:

A CONTENT OUTLINE of the Student PAL subject matter to aid you in class discussions.

STUDENT OBJECTIVES which state in behavioral terms the objectives of the Student PAL.

SUGGESTED ACTIVITIES which you may wish to use as enrichment activities. These include:

INTRODUCTORY ACTIVITIES which give suggestions for introducing the topic.

DEVELOPMENTAL ACTIVITIES which give ideas for developing the major concepts in the Student PAL. These suggestions are keyed to each section of the Student PAL and include appropriate resources.

REVIEW ACTIVITIES which give suggestions to guide the culmination of the study.

RESOURCE suggestions which are of three types and coded as follows:

* Materials developed by $CAT and included in this Teacher PAL.

+ Commercially developed materials, available at a cost.

= Commercially developed materials, available free or on a free-loan basis.

ADDRESSES of the producers of all suggested resources as well as others which you may wish to contact for additional ideas and/or materials.

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* Packaged Activities for Learning

A SPECIALIZED VOCABULARY which is an alphabetized listing of all the "Passwords" listed in the Student PAL.

FILM DESCRIPTIONS for each film suggested as a resource.

INSTRUCTIONAL AIDS which include Xerox masters for the Test, the Test Answer Sheet, Student Activity Sheets, Film Guides, and Transparencies which you may wish to use in your study.

ANSWER KEYS for the Test, $CAT-developed Activity Sheets, and all pages from the Student PAL requiring student responses.

A STUDENT PAL for your reference.

In addition, some pages in the Student PALs are designed specifically to encourage class discussions, and teacher-led discussions may be necessary to insure student comprehension of the concepts presented. Such pages in the Student PAL for this topic include:

Pages 4-12: Personal grooming statements and opinions
Pages 17-20: Appearances and values
Pages 28-30: Appliance and clothing purposes and feelings
Pages 64-65: The effects of advertising on purchasing

These features are suggestions only. You, the instructor, know your class best and should feel free to choose those activities and resources most appropriate for your students.

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- Test
- Test Answer Sheet
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- Film Guides
- Transparency Masters

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- Test
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Personal Grooming

In our fast-paced modern life, appearance often seems to be the only factor upon which we can evaluate and relate to others. This module attempts to make the student aware of the importance of personal appearance and grooming and to emphasize the direct correlation between maintaining good health and looking good.

The module also points out possible pitfalls inherent in the health/beauty area, particularly various "rip-offs" designed to lure the consumer into buying fraudulent products guaranteeing instant health or beauty.

Content Outline

- I. Personal Appearance
    - A. Definitions vary
    - B. Self-awareness
- II. First impressions
    - A. Evaluation of first impressions
    - B. Importance of appearance
    - C. Factors
        - 1. Clothing
        - 2. Hair
        - 3. Skin
        - 4. Body build
    - D. The need to be ourselves
- III. Consumer pointers
    - A. Appliances
        - 1. Types available
        - 2. Factors to consider
            - a. Personal factors
            - b. Appliance factors
                - (1) Performance
                - (2) Appearance
                - (3) Versatility
                - (4) Safety
                - (5) Service
                - (6) Warranty
                - (7) Price
        - 3. Questionable devices
            - a. Saunas
            - b. Weight-reducing appliances
    - B. Clothing
        - 1. Assess needs
            - a. Life style
            - b. Priorities
            - c. Climate
            - d. Personality
            - e. Body build
        - 2. Rules for purchasing
            - a. Buy quality, not quantity
            - b. Shop sales
            - c. Coordinate colors
            - d. Consider care
            - e. Choose basic
            - f. Evaluate brands
    - C. Cosmetics
        - 1. Definition of "cosmetic"
        - 2. Key factors
            - a. Ingredients
                - (1) Some 2,000 raw materials
                - (2) Functions
                    - (a) Preservatives--protect against infection
                    - (b) Acids, alkalies, buffers, and neutralizers--help prevent irritation

(c) Moisture content controls--prevent drying out of products
(d) Coloring agents--provide wide range of hues
(e) Flavorings--more than 2,000 flavor additives
(f) Processing aids--maintain mixtures and assure consistency

(3) Cautions
(a) "Medicated" ingredients
(b) "Miracle" ingredients
(c) "Organic" ingredients
(d) Hormones

b. Cost
(1) 500-1000% markup on cosmetics
(2) Consider buying private brands
(a) Equal in quality
(b) Lower priced

c. Safety
(1) Antiperspirants, deodorants
(2) Bubble bath
(3) Cheek coloring
(4) Depilatories
(5) Eye makeup
(6) Hair color and dyes
(7) Face powder
(8) Hairspray
(9) Hygiene sprays
(10) Lipstick
(11) Mouthwash, freshener
(12) Nail polish
(13) Shampoo

3. Making cosmetics
a. "Home brews"
(1) Quite effective
(2) Common, inexpensive ingredients
(3) Recipe books
b. Many substitutes available

4. Consumer guidelines
a. Follow directions explicitly
b. Comparison shop
c. Try the smallest size available
d. "Patch test" before use
e. Keep cosmetics away from children
f. Be especially cautious with eye products
g. Assert consumer voice if unacceptable product
(1) Return product
(2) Register written complaints

D. Specials
1. Acne preparations
a. Effective ingredients--sulfur, resorcinol, benzoyl peroxide, salicylic acid
b. Check label carefully

2. Sun products
a. Effective ingredient--PABA
b. Overexposure--early wrinkling, burns, skin cancer

3. Obesity programs
a. Work only in conjunction with lower caloric intake
b. Many ineffective

c. Cautions
  (1) Dietetic foods
  (2) Fad diets
  (3) Diet pills
  (4) Health spas
d. Sucessful programs
  (1) Diet Watchers
  (2) Diet Workshop
  (3) Overeaters Anonymous
  (4) TOPS
  (5) Weight Watchers
e. Best weight control
  (1) Proper diet
  (2) Suitable exercise
  (3) Doctor's supervision

4. Hair preparations
  a. Shampoo--basically detergent and water
  b. Hair growth--cannot be stimulated by products applied externally
5. New bodies
  a. A complete make-over: $20,000
  b. Be informed
    (1) Cost
    (2) Method
    (3) Expected results
    (4) Recovery time
  c. Check with "satisfied customers"

IV. Points to remember

A. Cosmetics, appliances, and special products do not always live up to promises

B. Clothing can "make the man"--or make him appear silly

C. Cost is not always a guarantee of quality or the best buy

D. Directions count

V. Consumer protection

A. Manufacturers

B. The FDA

C. The FTC

D. Postal officials

E. Departments of Consumer Affairs

Student Objectives

1. Given several alternatives, the student will identify the importance of a first impression.

2. Given several alternatives, the student will identify the fact that medicated products may be harmful to ailing skin.

3. Given several alternatives, the student will select the alternative which is not characteristic of "miracle ingredients."

4. From a list of appliances, the student will select a personal appearance appliance which is not truly effective.

5. From a list of appliances, the student will select a personal appearance appliance which could be made at home for much lower cost.

6. Given a situation, the student will select from among several alternatives the alternative which reflects the sound clothes buying practice of shopping according to need.

7. Given a list of alternatives, the student will select the alternative which is not a cosmetic.

8. From among several alternatives, the student will identify the key points in the choosing and using of cosmetics.

9. Given several alternatives, the student will identify a characteristic of hypo-allergenic cosmetics.

10. Given several examples of cosmetics and their ingredients, the student will select the cosmetic that is least likely to cause an allergic reaction.

11. Given several alternatives, the student will identify the harmful side effects of "coal tar" dyes, one of the most dangerous of cosmetic ingredients.

12. From a list of cosmetics, the student will identify the cosmetics that contain "coal tar" dyes.

13. The student will select from among several alternatives para-aminobenzoic acid as the effective ingredient in sunscreens.

14. The student will select from among several alternatives the name of a reputable weight-reducing program.

15. Given a false advertising situation, the student will select the FTC as the agency to be contacted by the consumer who is misled.

16. Given a consumer complaint about a product, the student will select the FDA as the agency that should be contacted.

Introductory Activities

Generalizations	Activities	Resources
The need for a healthy body and pleasing appearance is vital to many in today's society.	1. Administer *Let's Face It* test as a Pre-Test.	* Test Teacher PAL
	2. Discuss the adage "First appearances are lasting." Ask if there is any validity in this.	
	3. Collect and display quotations and comments concerning personal appearances.	
	4. Discuss the old saying, "Beauty is in the eye of the beholder."	
	5. Show pictures of a variety of personality "types" - in various kinds of dress from sloppy to chic. Ask for reactions -- would they hire the person, want him as a friend, etc.	+ Magazines, newspapers
	6. Invite a placement officer from an employment agency to discuss the effect cleanliness and grooming have on evaluating job applicants.	Local employment agency
	7. Prepare a bulletin board or collage to illustrate the wide range of beauty-related purchase possibilities.	+ Magazines, newspapers
	8. Ask students to tabulate the number of TV and/or radio commercials for beauty products during a designated time sequence.	
	9. Discuss the following: Because youth from 13 to 22 buy more than 1/4 of the cosmetics sold, advertisers make a special attempt to appeal to the youth market.	

Generalizations	Activities	Resources
	10. Ask for examples of merchants trying to influence the youth market -- such as high school fashion boards, teenage charge cards, teenage consultants, Miss Teenage America, etc.	+ The Exploited Generation (color/sound filmstrips) Guidance Associates
	11. Plan a skit to illustrate the ways in which advertisers use youth to influence other youths?	
	12. Ask the boys to make an anonymous list of "pet peeves" -- things they dislike about some girls' grooming habits -- and vice versa. Select a panel to read these objections to the class and lead students in discussing them.	
	13. Ask: "Is grooming a concern of females only?" Discuss.	
	14. Make a collage of advertisements of beauty products. Analyze the appeal each advertisement makes, i.e., Brut: "he - man" approach.	+ Newspapers, magazines
	15. Devise word games and vocabulary activities utilizing personal grooming terms.	* Specialized Vocabulary Teacher PAL

Developmental Activities

Activities	Resources
1. Utilize 1 FIRST IMPRESSIONS	* Student PAL, pp. 3-22
2. Discuss possible "first impressions."	* Student Activity Sheet #1 Teacher PAL
3. Ask students to role play situation in which they must judge a person quickly by his physical appearance, i.e., job interviews, emergency situations.	* Transparency Master #1 Teacher PAL
4. Discuss how appearances may be misleading, yet remain important.	
5. Ask students to list all factors which contribute to overall appearance.	
6. Discuss the effect of appearance on an individual's self-concept and personality.	= I Have To Be Me (16 mm film) Association-Sterling Films
1. Utilize 2 **BEFORE YOU BUY** **APPLIANCES** **CLOTHING**	* Student PAL, pp. 23-24
2. Survey the class to see what personal care appliances are owned by class members and what the approximate dollar value of each item was when new. Ask class members who feel they have made purchases of especially effective appliances to demonstrate the appliance for the class.	
3. Discuss personal factors to consider before purchasing a personal care appliance.	* Transparency Master #2 Teacher PAL

Activities	Resources
4. Consider product similarities and differences. Ask several students to choose one personal care appliance and investigate several brands available, noting such items as price, style, weight, directions, cautions, models available, etc.	
5. Conduct a panel discussion and/or demonstration on what personal care appliances to buy, how to select them, and how to use them most effectively.	
6. Utilize a multi-media approach to introduce the idea that consumer education is also important in the selection of clothing.	+ Consumer Education #1, Part II - "Clothing" (color/sound filmstrip) AIMS Instructional Media Service, Inc. + Making the Most of Your Money #5, Part II - "Dressing Well on a Budget" (color/sound filmstrip) Educational Activities, Inc.
7. Discuss fad clothing and ask students to cite examples of discarded fad clothes they have purchased.	
8. Ask students to bring in tags which were attached to purchased clothes. Compare the information given on the tags -- such as care instructions, fabric description, manufacturer, etc.	
9. Ask students to list all clothing name brands they can recall and share the estimation of the quality of each.	
10. Display clothes made of varying qualities of construction and ask students to examine them, noting the differences in construction techniques as compared to the costs.	
11. Invite a fashion expert to discuss clothing types, camouflaging techniques, etc.	Local department store or modeling school

Activities	Resources
12. Have students group and try to determine the type of clothing best suited for each.	
13. Give students a number of situations. Ask that they choose appropriate clothing for each.	
14. Discuss the effect wearing a particular color has on the individual wearing it and on those around him.	* Student Activity Sheet #2 Teacher PAL
15. Ask a few students to shop for a basic item (sweater, shirt, etc.) at various types of stores in your community (boutique, national chain store, department store, discount store, etc.). Compare the stores for fasion image, variety of merchandise available, price range, services and overhead that may affect the price, and credit provisions.	+ Consumer Survival Kit, "Clothing: The Naked Truth" (booklet) Maryland Center for Public Broadcasting
16. Invite a buyer or store manager to class to discuss and make suggestions on how to get the most for your clothing dollars.	Local buyer or store manager
17. Ask students to investigate and report on laws relating to clothing.	
18. Review consumer guides for buying clothing.	* Transparency Master #3 Teacher PAL
3	
1. Utilize **BEFORE YOU BUY** - "Cosmetics" ***COSMETICS SPECIALS***	* Student PAL, pp. 35-51
2. Ask students to give their ideas of what "cosmetics" are. Compare their ideas with accepted definition.	* Transparency Master #4 Teacher PAL
3. Ask students to list all the cosmetics they can think of. Devise a game situation if possible.	
4. Discuss factors to consider when choosing and/or using cosmetics.	* Transparency Master #5 Teacher PAL

Activities	Resources
5. Conduct a test of cosmetics with the brand name concealed. Ask students to choose the more expensive products. Discuss the results.	
6. Demonstrate that price has little relation to quality in the purchase of cosmetics by listing the contents of three high-priced and three low-priced cosmetics of similar type.	+ *Soap, Scents and the Hard, Hard Sell* (16 mm film) Alfred Higgins Prod., Inc.
7. Assign reports to be given to the class on the sources of several fragrances.	
8. Conduct a blindfold test to see which fragrances are most appealing. Do boys' judgments agree with girls' opinions?	
9. Invite a cosmetologist to discuss fragrance products and demonstrate typical products.	Local cosmetologist
10. Invite a specialist in perfumes to explain the varieties of perfume and colognes available. Ask what motivates customers to buy certain perfumes.	Local perfume specialist
11. Plan a shopping exercise to acquaint students with some of the differences in stores, selling practices, and ways in which products are presented to the public.	* Student Activity Sheet #3 Teacher PAL
12. Assemble a collection of toiletry products (or packages). Compare the packaging.	
13. Ask students to recount examples of reactions to cosmetics. Have any found it necessary to discontinue the use of any products?	
14. Ask students to survey available acne preparations and identify those containing effective ingredients.	
15. Ask students to list any personal selection criteria or special needs that might influence a consumer's choice of a shampoo, deodorant, or soap. Discuss how variety in the marketplace can help consumers with special problems.	+ *Consumer Survival Kit*, "Cosmetics: The Big Put-On" (booklet) Maryland Center for Public Broadcasting

Activities	Resources
16. Consider some of the ways in which products differ. Assign students to research various cosmetics finding such information as history, manufacturing, kinds available, and how they differ in ingredients, special functions, etc.	
17. Ask students to research male glorification techniques in previous eras and report findings to the class.	+ You Irresistible You (16 mm film) Benchmark Films, Inc.
18. Display several male cosmetic products, using empty cosmetic containers.	
19. Discuss the impact on the cosmetic market of the increase in male cosmetics.	= "Getting It Together" (pamphlet) Johnson & Johnson
20. Discuss the fact that while soap is not officially listed as a cosmetic, it is probably the single most effective beauty aid.	+ "All That Lathers is Not Soap" FDA Consumer February, 1979
21. Discuss the distinction the FDA makes between cosmetics and drugs. Is this distinction valid?	* Student Activity Sheet #4 Teacher PAL
22. Debate: Should cosmetics be tested and approved by the FDA before going on the market?	+ "Hair Dyes--A Look at Safety and Regulation" FDA Consumer June, 1978
23. Discuss what consumers can do to protect themselves from harm in using cosmetics.	
24. Assign students to research "recipe books" for making cosmetics and bring interesting recipes back for class discussion.	
25. Have students experiment making homemade cosmetics.	
26. Ask for volunteers to try some "homemade" hair rinses for one week and report their findings to the class.	

Activities	Resources
1. Utilize 3 **BEFORE YOU BUY** - "Specials" ***COSMETICS*** ***SPECIALS***	* Student PAL, pp. 52-58
2. Discuss effective measures and ingredients against acne.	+ Exploring the Marketplace: The Claims and the Facts - Acne Remedies (color/sound filmstrip) Consumers Union Educational Services = "Something Can Be Done About Acne" (pamphlet) American Medical Association
3. Discuss the use of SPFs (Sun Protection Factors) to avoid overexposure to the sun.	Local dermatologist * Transparency Master #6 Teacher PAL + "Sunbathing Without Burning" FDA Consumer June, 1978 = "The Sun and Your Skin" (pamphlet) American Medical Association
4. Discuss various "miracle" weight-reducing programs offered to the American consumer.	
5. Ask the school health counselor or other qualified person to discuss the reasons "miracle' devices are ineffective so far as permanent weight loss is considered.	Local health counselor + "Delusions of Vigor -- Better Health by Mail" Consumer Reports, Jan. 1979

Activities	Resources
6. Discuss the necessary factors of a successful weight reduction program.	+ Calories: Enough is Enough (16 mm film - Film Guide #2) Journal Films, Inc. + For Tomorrow We Shall Diet (16 mm film) Churchill Films + "FDA Acts on Protein Diet Warnings" FDA Consumer February, 1978
7. Ask students to share any experiences they may have had with fad diets.	
8. Invite someone from a community exercise clinic to demonstrate proper exercise techniques.	* Transparency Master #7 Teacher PAL
9. Investigate and compare costs for treatments at two or more reducing salons. Check the following: advertised costs, actual costs, and services provided.	
10. Review facts concerning weight control.	* Student Activity Sheet #5 Teacher PAL
11. Set-up a display (samples or illustrations) of different shampoos, grouping them according to special functions for characteristics and labeling each group accordingly (for dry hair, for oily hair, for added color, for conditioning, for dandruff control, etc.)	
12. Discuss the derivation of the term therapeutic. Explain its meaning in connection with shampoos. Consider why such a product is likely to be more expensive than ordinary shampoo, and if the added cost is justified. Mention the extra costs of research work on active ingredients, research on dandruff, safety test, and clinical tests.	

Activities	Resources
13. Analyze the actual difference among shampoos.	+ Exploring the Marketplace: The Claims and the Facts - Shampoos (color/sound filmstrip) Consumers Union Educational Services + "Shampoos" Changing Times April, 1979
14. Ask a student to research and report on MPS (male pattern baldness).	
15. Compile a display of ads claiming to restore lost beauty through chemical or surgical face lifting. How many of the advertisers appear to be qualified, medically-trained persons? How might one check on the professional skill of such operators?	+ "Potions, Lotions & Gadgets That Promise a New You" Changing Times Sept., 1978
1. Utilize 4 *STOP, LOOK, LISTEN, LEARN*	* Student PAL, pp. 63-68
2. Discuss promises claimed on products.	* Transparency Master #8 Teacher PAL
3. Ask students to bring in labels from cosmetics or the packaging containers themselves. Use these in a learning center or small group activity for students to analyze the labels for information.	

Activities	Resources
4. Carefully examine a label from a toiletry product -- noting such information as brand name, size, volume, claims, directions, safety precautions, active ingredients, name of manufacturer, registered trademark symbol, company trademark, and universal product code symbol.	* Transparency Master #9 Teacher PAL * Student Activity Sheet #6 Teacher PAL
5. Ask students to inventory all the toiletries in their homes. Appoint a committee to tabulate the results and present a composite of the products used by teens and their families. Discuss the results of the findings.	* Student Activity Sheet #7 Teacher PAL
6. Ask students to survey shoppers to determine why they buy particular brands. Discuss their findings.	* Student Activity Sheet #8 Teacher PAL

Activities	Resources
1. Utilize [5]***SOMEBODY CARES***	* Student PAL, pp. 69-76
2. Emphasize the "rights" and "responsibilities" of the consumer - for every underlying consumer right there is also an important consumer responsibility. For example, the consumer right to performance is paralleled by the consumer responsibility to use the product properly. Discuss the privileges and obligations of consumers in the marketplace.	* Transparency Master #10 Teacher PAL

Review Activities

Generalizations	Activities	Resources
Today's consumer appears vitally interested in presenting a pleasing appearance, but to do so, he must be skilled in the purchase and use of personal appearance products and services.	1. Role play a meeting of advertising planners to devise a campaign to promote a new product.	* Student Activity Sheet #9 Teacher PAL
	2. Assign students to research and report on various aspects of personal grooming - such as the changes in length of hair, the development of wigs, clothing styles, accessories, jewelry, etc.	
	3. Ask students to collect and display articles of personal grooming humor (cartoons, jokes, etc.).	
	4. Make posters, diagrams, or displays illustrating different aspects of personal grooming - such as the changes of length of hair, the development of wigs, clothing styles, accessories, jewelry, etc.	
	5. Arrange for a committee of students to present a personal grooming display in the school media center.	
	6. Ask students to prepare and present to the class one-minute commercials advertising any personal grooming product.	
	7. Ask students for their suggestions on how to save money on cosmetics. Make illustrations of their ideas and prepare a bulletin board display with a catchy title such as BEAUTIFUL BUT NOT DUMB.	
	8. Devise games and puzzles to review the terms used in the study of personal grooming.	* Student Activity Sheet #10 Teacher PAL

Generalizations	Activities	Resources
	9. Review the student objectives for this module.	* Student Activity Sheet #11 Teacher PAL
	10. Administer *Let's Face It!* test as a Post-test.	* Test Teacher PAL

General Resources – Addresses

The Advertising Council
825 Third Ave.
New York, NY 10022

Alfred Higgins Productions, Inc.
9100 Sunset Blvd.
Los Angeles, CA 90069

AIMS Instructional Media
Service, Inc.
626 Justin Ave.
Glendale, CA 91201

American Medical Association
535 North Dearborn St.
Chicago, IL 60610

Association-Sterling Films
5797 New Peachtree Rd.
Atlanta, GA 30340

Benchmark Films, Inc.
P.O. Box 315
Franklin Lakes, NJ 07417

Consumer Advocate
U.S. Postal Service
Washington, D.C. 20206

Consumer Complaints Section
Consumer Product Safety
Commission
Washington, D.C. 20207

Consumers Union Education
Services
Orangeburg, NY 10962

The Cosmetic, Toiletry and
Fragrance Association, Inc.
1133 15th St., N.W.
Washington, D.C. 20005

Department of Health, Education
and Welfare
Washington, D.C. 20201

Educational Activities, Inc.
P.O. Box 392
Freeport, NY 11520

The Federal Trade Commission
Washington, D.C. 20580

Food and Drug Administration
Director, Division of Cosmetics
Technology
200 C St., S.W.
Washington, D.C. 20204

Guidance Associates
41 Washington Ave.
Pleasantville, NY 10570

Johnson & Johnson Baby Products
220 Centennial Ave.
Piscataway, NJ 00854

Johnson Wax
Personal Care Division
1525 Howe St.
Racine, WI 53403

Journal Films, Inc.
930 Pitner Ave.
Evanston, IL 60202

Maryland Center for Public
Broadcasting
Owings Mills, MD 21117

Procter & Gamble
P.O. Box 599
Cincinnati, OH 45201

Specialized Vocabulary

ACCESSORIES	Items used to complete a costume
ACNE	A skin condition in which the oil glands become clogged and inflamed, often causing pimples
ALLERGENICITY	The degree to which a product may cause allergic reactions in users
ALLERGY	A reaction or sensitivity to normally harmless substances
APPEARANCE	Looks; impression
APPLIANCES	Grooming devices
ASSUMPTION	Take for granted
ASTRINGENT	Causing to shrink or contract
BASIC	Of simple design and color
CHARACTERISTIC	A quality or distinguishing feature
COAL TAR DYES	Dyes used in such products as hair colors and dyes
CONCOCT	To make by combining ingredients
CONSEQUENCES	Results

CONSERVATIVE	A person not inclined to change
CPSC	The Consumer Product Safety Commission; The Federal agency which regulates the safety of most noncosmetic, nondrug substances used in the home
COORDINATE	Go together
COSMETIC SURGERY	Operations to restore, remedy, or improve personal appearance
CTFA	The Cosmetic, Toiletry and Fragrance Association; A trade association which provides industry information to its members, physicians, and the public
COSMETICIAN	A person skilled in making or applying cosmetics
COSMETICS	Anything we rub, pour, sprinkle, or spray on our bodies to improve our appearance
EXEMPT	To free from obligation or liability
EXOTIC	Unfamiliar; foreign
FTC	The Federal Trade Commission; The Federal agency which regulates the advertising and pricing and distribution of products under its jurisdiction
FIRST IMPRESSIONS	Feelings others get about you when first seeing you
FLEXIBILITY	Easily adapted or changed

FDA	The Food and Drug Administration; The Federal agency which regulates the safety and the labeling of cosmetics
FRAGRANCE	A sweet or delicate odor
GROOMING	Personal appearance
HEREDITY	The tendency to resemble one's parents
HYPO-ALLERGENIC	Not containing known allergy-causing substances
IMPRESSION	Feeling
INITIAL	First; beginning
LIFE STYLE	The way one lives based on individual values and goals
MPB	Male Pattern Baldness
MASCARA	A preparation used for coloring the eyelashes
MINIMIZE	Make less
NORMALIZER	Returning to normal
OBESITY	Fatness
ORGANIC	Made from plant or animal substances
PABA	Para-aminobenzoic acid -- a sunscreen

PERSONAL APPEARANCE PRODUCTS	Those products used in grooming or improving one's appearance
POSITIVE	Good
POTENT	Strong
POTENTIAL	Possibilities
POTIONS	Doses
PREVALENCE	Widespread use
PURITY	Free of contamination
QUALITY	Value
QUANTITY	Amount; number
REALITY	The way things really are as opposed to what they seem or one wishes them to be
RESPONSIBILITIES	Obligations
RIGHTS	Those things to which one has a just claim or should expect
SAUNA	Steam bath
SENSITIVITY	Irritability
SUNSCREEN	A preparation which screens out some of the sun's ultraviolet rays

TEND	Are likely to
TOILETRIES	Cosmetics
VANITY	Having or showing excessive pride in one's appearance
WARRANTY	Guarantee; promise

Film Descriptions

CALORIES: ENOUGH IS ENOUGH (12 Minutes) - Journal, 1974

FILM GUIDE #2

This film describes the effect of energy in food in our bodies in three different ways: in an analogy to the gasoline which cars consume; in "The Fat Game" a television spoof, and in an easy to understand scientific explanation. Specific suggestions are made about ways to regulate our weight, and how to translate this knowledge into action.

FOR TOMORROW WE SHALL DIET (24 minutes) Churchill Films, 1976

A number of threads are interwoven in exploring this complex subject. A young woman who sets out to lose 20 pounds discovers the need to change eating habits, dangers of fad diets, relation of calories to energy output, proper nutrition and exercise.

I HAVE TO BE ME (12 minutes) - Association-Sterling Films, 1974

This is a lively contemporary film on grooming that emphasizes natural good looks and explores relationships between appearance and personality. High school girls are shown engaged in their special interests and activities. These girls discuss what they do to look their best and how their appearance affects the way they feel about themselves.

SOAP, SCENTS AND THE HARD, HARD SELL (16 minutes) - Alfred Higgins Productions, Inc., 1975

FILM GUIDE #1

From our television sets, we hear such commercialism as "Have you tried Blossom Soap with Orange Essence?," "Use Right Dry, the superdeodorant, and stay as fresh as the breezes of spring," "Buy Super-Sheen, the protein shampoo -- costs more and worth it," "Use the toothpaste with added Z-7 for extra whiteness for the mouth with sex appeal." We are so bombarded with advertising for personal products, it's difficult to know which is the best buy. With the help of Dr. Lauren Reager, Diplomate of the American Academy of Dermatology, we learn that in most cases the least expensive product that does the job satisfactorily is the one to buy.

__YOU__ __IRRESISTIBLE__ __YOU__ (11 minutes) - Benchmark, 1975

Marshall Ephron humorously joins the increasing number of men willing to pay high prices of male cosmetics and furnishings which promise to make them irresistible to the opposite sex. To acquire a golden suntan that not only covers pimples but makes him one of the "beautiful people," there are lotions to accelerate natural tanning - or simply stain him brown. There are stereo Hi-fi and water beds to enhance his "with-it" image. Finally, Ephron uses an assortment of male grooming and cosmetic aids before again calling for a date with Mona -- who still has a headache.

INSTRUCTIONAL
AIDS

CLASSROOM TEACHERS ARE AUTHORIZED TO
REPRODUCE THIS ORIGINAL COPY FOR USE
IN THEIR CLASSROOMS.

Let's Face It!

CHOOSE THE BEST ANSWER FOR EACH STATEMENT OR QUESTION.

1. Jim was an extremely well educated and bright individual and wanted very much to land a job with a large bank in the area. He pulled his hair into a ponytail, put on his best jeans and t-shirt and headed for a job interview. When he was turned down, it was probably because
   - A. Jim was one of the many well educated people applying for the job.
   - B. Jim's clothing did not meet the bank's standards and the interviewer was unfavorably impressed.
   - C. most interviewers won't hire people who are too intelligent because they usually ask for higher wages.
   - D. all of the above.

2. Medicated products
   - A. may be harmful to ailing skin.
   - B. are better for you than non-medicated products.
   - C. are not as expensive as most non-medicated products.
   - D. are more potent and successful in treating ailing skin.

3. Which of the following is NOT characteristic of "miracle ingredients" in cosmetics?
   - A. They are generally as effective as non-miracle ingredients.
   - B. They are usually waste products of other industries.
   - C. They increase the selling price of the cosmetic.
   - D. They are costly and hard to find.

4. Grooming devices with only questionable effectiveness are
   - A. electric shoe polishers.
   - B. spot reducing machines.
   - C. facial mist saunas.
   - D. sun lamps.

5. Which personal appearance appliance could be made at home for lower cost?
    A. Massager
    B. Heat lamp
    C. Hair dryer
    D. Facial sauna

6. Nora went to the store to buy some brown pants to replace an old pair. She found some brown pants and some green pants that fit her. Since the green pants were on sale, Nora should
    A. purchase both pairs of pants.
    B. get the green pants because they were on sale.
    C. buy the brown pants she went to the store to get.
    D. find a shirt to match the green pants and buy the green outfit.

7. Which of the following is NOT a cosmetic?
    A. Astringent
    B. Manicure
    C. Shampoo
    D. Powder

8. Important points in the choosing and using of cosmetics are the
    A. color and texture.
    B. consistency and cost.
    C. ingredients, cost and safety.
    D. versatility and applicability.

9. Hypo-allergenic cosmetics
    A. cause fewer allergic reactions than other cosmetics.
    B. keep users from having allergic reactions.
    C. are safer than other cosmetics.
    D. are being recalled by the FDA.

10. Which of the cosmetics below is least likely to cause an allergic reaction?
    A. Scented bath powder
    B. Hand cream with lanolin
    C. Facial mask with oatmeal
    D. Mascara with an indelible dye

11. Which of the following is a possible danger of using "coal tar" dyes in cosmetics?
    A. Increase in blood circulation
    B. Increase in hair growth
    C. Unwanted permanent coloring
    D. Skin cancer

12. Which cosmetic below contains "coal tar" dyes?
    - A. Fingernail polish
    - B. Talc powder
    - C. Deodorant
    - D. Hair Colorings

13. Which of the ingredients below is usually found in the most effective sunscreens?
    - A. Para-aminobenzoic acid
    - B. Benzoyl peroxide
    - C. Salicylic acid
    - D. Resorcinol

14. A weight reducing program which has been shown to work for many people is
    - A. Diet Watchers.
    - B. Weight Watchers.
    - C. Eaters Anonymous.
    - D. Obesity Anonymous.

15. Mel bought a hair product that was advertised as having a "money-back guarantee" if the customer was not satisfied. Mel found the product did not help his hair. When he tried to return the product, he was refused his refund. Mel should complain to the
    - A. FCC.
    - B. FDA.
    - C. FHA.
    - D. FTC.

16. Sally bought a suntan lotion whose label read "guaranteed to prevent sunburn at least two hours after application." Sally applied the lotion and was badly burned after 30 minutes in the sun. She should write a letter of complaint to the
    - A. FCC.
    - B. FDA.
    - C. FSA.
    - D. FTC.

NAME ______________________

CLASS ______________________

DATE ______________________

Let's Face It!

1 Ⓐ Ⓑ Ⓒ Ⓓ
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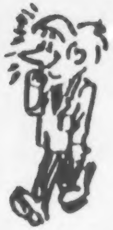
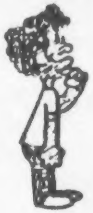
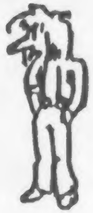
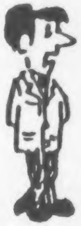
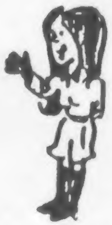
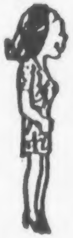
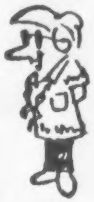
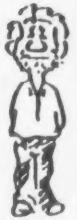
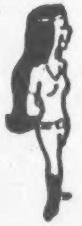
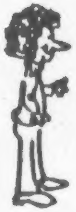
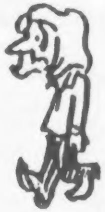
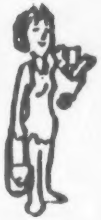
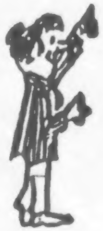
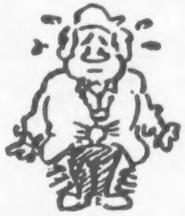
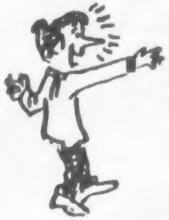
15 Ⓐ Ⓑ Ⓒ Ⓓ
16 Ⓐ Ⓑ Ⓒ Ⓓ

Student Activity Sheet #1
Personal Grooming

IN THE EYE OF THE BEHOLDER...

IMAGINE YOU ARE WALKING DOWN THE MAIN STREET OF A MAJOR CITY AND MEET EACH OF THE FOLLOWING INDIVIDUALS. WRITE YOUR FIRST IMPRESSIONS ON THE BLANKS BELOW EACH PICTURE. YOU MAY CHOOSE DESCRIPTIONS GIVEN BELOW, BUT FEEL FREE TO ADD OTHERS.

- Assertive
- Attractive
- Average
- Bubbly
- Career-minded
- Cheerful
- Conceited
- Conformist
- Dejected
- Dignified
- Enjoys life
- Happy-go-lucky
- Messy
- Mouthy
- Orderly
- Pensive
- Poised
- Sad
- Self-Confident
- Shy
- Slob
- Sophisticated
- Stylish
- Tidy
- Unassuming
- Unattractive
- "With it"
- Youth-seeking

COLOR ME . . .

MANY PEOPLE HAVE A FAVORITE COLOR AND EVEN FEEL SPECIAL WHEN THEY WEAR IT. YOUR COLOR CHOICE HAS A PSYCHOLOGICAL EFFECT ON YOU AND ON THOSE AROUND YOU. FOR AN INSIGHT INTO THE "MEANINGS" OF VARIOUS COLORS, TRY MATCHING EACH OF THE FOLLOWING SETS.

YOUR PERSONALITY IN LIVING COLOR!

WRITE THE LETTER OF THE FEELING CONVEYED BEFORE EACH COLOR. IF ALL ARE CORRECT, READ DOWN THE LETTERS FOR THE NAME OF ONE OF TV'S FIRST COLORFUL CHARACTERS!

(IN THE LAST SECTION, ONE ANSWER IS GIVEN TO ELIMINATE CONFUSION.)

BLUES

______Dark medium blue	E. Restlessness
______Strong blue-purple	T. Sincerity
______Light blue-green	H. Sternness

GREENS

______Medium green	B. Naivete and innocence
______Greyed medium green	C. Fresh and young
______Light yellow green	N. Frankness and practicality

REDS-ORANGES-YELLOWS

______Medium red	C. A feeling of love and amiability
______Bright red	A. Magnificence
______Light purple	K. Glamour
__C__ Dark orange ⟷	C. Ambition
______Light medium yellow	E. Passionate
______Dark pure red	P. Health and vitality
______Light gold	O. Demanding attention

CARE AND COMPARE

Choose a type of personal grooming product in which you are interested. Use the form below to compare different brands of the product according to the categories listed on the form. Decide which is the best buy.

TYPE OF PRODUCT

____

(DEODORANT, SHAMPOO, SOAP, ETC.)

BRAND X
?
BRAND Y

PRODUCT INFORMATION	BRANDS COMPARED					
	________ BRAND NAME		________ BRAND NAME		________ BRAND NAME	
	SIZE A	SIZE B	SIZE A	SIZE B	SIZE A	SIZE B
SIZES AVAILABLE (BY WEIGHT OR VOLUME) IN EACH BRAND						
PRICE FOR EACH SIZE						
UNIT PRICE FOR EACH OUNCE, GRAM, ETC.						
TYPE OF PRODUCT (LIQUID, SPRAY, CREAM, ETC.)						
HOW PACKAGED (JAR, TUBE, CAN, ETC.)						
SPECIAL INGREDIENTS, IF ANY						
SPECIAL FUNCTIONS (AS DESCRIBED ON CONTAINER)						
CAUTIONS GIVEN						
DIRECTIONS FOR USE (RATE AS EXCELLENT, GOOD, FAIR, POOR)--REASON						
WHERE AVAILABLE (TYPE OF STORE: DRUG, SUPERMARKET, ETC.)						
OTHER (INFORMATION OR COMMENT)						

COSMETICS ? ? ?

COSMETICS: ARTICLES INTENDED TO BE RUBBED, POURED, SPRINKLED, OR SPRAYED ON, INTRODUCED INTO, OR OTHERWISE APPLIED TO THE HUMAN BODY OR ANY PART THEREOF FOR CLEANSING, BEAUTIFYING, PROMOTING ATTRACTIVENESS, OR ALTERING THE APPEARANCE.

Food, Drug & Cosmetic Act

The FDA further states:

TOILET ARTICLES OFFERED TO PREVENT OR CURE AN AILMENT, OR TO AFFECT THE STRUCTURE OR FUNCTION OF THE BODY ARE DRUGS.

Keeping in mind the above definitions, answer the following questions:

1. Give examples of products commonly known as cosmetics, even though Federal law classifies them as drugs.

2. There are very strict government regulations to insure the safety and effectiveness of drugs. Cosmetics, however, must meet only the safety controls imposed by the manufacturing company. Do you see any dangers in this?

3. Why should articles defined as drugs have to prove their effectiveness while other cosmetics do not?

4. Comment on the following statement by FDA Assistant Commissioner Winton B. Rankin: "The problem today is not so much the products that are known to harm, but the cosmetics that are not known to be safe."

5. What can consumers do to protect themselves from harm in using cosmetics?

WEIGHT, WEIGHT, WEIGHT

T F

___ ___ 1. The medical term "obesity" means weighing at least 100 pounds too much.

___ ___ 2. Doctors find more cancer, diabetes, heart disease and gall bladder disease among persons who are overweight.

___ ___ 3. The best weight reduction plans require you to skip normally eaten meals.

___ ___ 4. Almost everyone adds pounds with years if they become less active but continue to eat the same amount of food.

___ ___ 5. Swallowing a diet pill before every meal guarantees weight loss.

___ ___ 6. A fad diet is one designed to make you lose weight fast, without medical supervision.

___ ___ 7. Any reducing gimmick--cream, belt, wrap, lotion--is only as effective as the work it makes you do! There is no magic, effortless way to lose weight.

___ ___ 8. Statistics show that overweight people do not live as long as those of normal weight.

___ ___ 9. One of the best weight control exercises is pushing yourself away from the table before eating too much.

___ ___ 10. Exercise is of value while dieting because it tones up your muscles and tissues and helps burn your stored calories.

___ ___ 11. One must not drink water when trying to lose weight.

___ ___ 12. A self-help diet group may benefit those who find it hard to diet alone.

___ ___ 13. Obesity is due entirely to heredity.

___ ___ 14. In the experience of some people, all foods turn to fat!

___ ___ 15. High protein foods and fruits have no calories.

READ THAT LABEL!

GIVE EACH TYPE OF INFORMATION REQUESTED:

Brand name: ____________________

Size: ____________________

Volume (contents): ____________________

Claims: ____________________

Directions for use: ____________________

Safety precautions: ____________________

Active ingredients: ____________________

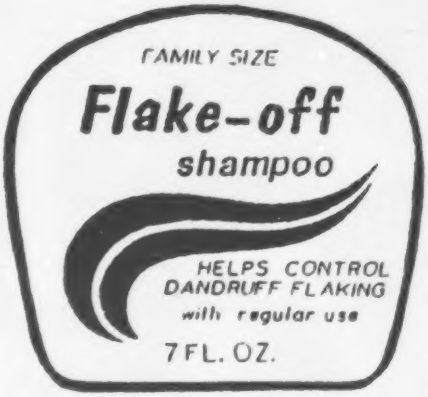
Name of Manufacturer: ____________________

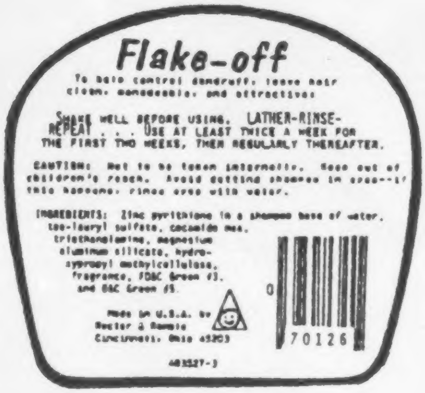
Address of Manufacturer: ____________________

Registered trademark symbol: ____________________

Company trademark: ____________________

Universal Product Code symbol: ____________________





Flake-off

To help control dandruff, leave hair clean, manageable, and attractive.

SHAKE WELL BEFORE USING. LATHER-RINSE-REPEAT . . . USE AT LEAST TWICE A WEEK FOR THE FIRST TWO WEEKS, THEN REGULARLY THEREAFTER.

CAUTION: Not to be taken internally. Keep out of children's reach. Avoid getting shampoo in eyes--if this happens, rinse eyes with water.

INGREDIENTS: Zinc pyrithione in a shampoo base of water, tea-lauryl sulfate, cocamide mea, triethanolamine, magnesium aluminum silicate, hydroxypropyl methylcellulose, fragrance, FD&C Green #3, and D&C Green #5.

Made in U.S.A. by
Rector & Gamble
Cincinnati, Ohio 45203

0 70126

403527-3

A HOME SURVEY

Personal care products, or toiletries, are familiar items in every household. These are such items as toothpaste, shampoo, shaving cream, after-shave lotion, hair tonic, hand lotion, soap, make-up, perfume, deodorant, etc. Completing this inventory should give you an insight into the ways you and your family buy and use such products.

1 SURVEY ALL THE TOILETRIES IN YOUR HOME. LIST BELOW, BY BRAND NAME AND TYPE (SPRAY, CREAM, LIQUID, POWDER, FOAM, ETC.), ALL THE DIFFERENT PRODUCTS THAT ARE USED BY VARIOUS MEMBERS OF YOUR FAMILY.

MAKE-UP PRODUCTS

____

____

DEODORANTS

____

____

PERFUMES

____

____

MOUTH/TEETH-CARE PRODUCTS

____

____

HAIR-CARE PRODUCTS

____

____

SHAVING PRODUCTS

____

____

OTHER PRODUCTS

____

____

____

____

____

____

____

____

2 ARE ANY PRODUCTS USED BE EVERY MEMBER OF YOUR FAMILY? __________

IF SO, WHICH ONES? __________

WHO SELECTS AND BUYS THESE PRODUCTS? __________

3 DO YOU BUY YOUR OWN TOILETRIES? __________

IF SO, WHICH ONES? __________

WHERE DO YOU USUALLY BUY THEM? ( ) DRUG STORE ( ) SUPERMARKET

( ) DEPARTMENT STORE ( ) OTHER __________

4 WHY DO YOU SELECT A PARTICULAR BRAND OR KIND OF TOILETRY PRODUCT?

( ) LIKE THEIR ADS OR COMMERCIALS

( ) PARENTS' ADVICE OR SUGGESTION

( ) LIKE THE COMPANY'S OTHER PRODUCTS

( ) HAVE ALWAYS USED IT

( ) FRIENDS USE IT

( ) ON IMPULSE

( ) ATTRACTED BY THE PACKAGING

( ) COST FACTOR

5 WHAT DOES THIS TELL YOU ABOUT YOUR CONSUMER SKILLS IN THE PURCHASE AND USE OF PERSONAL CARE PRODUCTS?

Priorities

Regardless of the dangers in cosmetics and personal grooming aides, some persons have questioned the *PRIORITIES* of Americans. These persons question whether our values are straight. They point out that we spend more on cosmetics and personal grooming aides than we do on education . . . on the poor . . . on the mentally ill . . . on the hungry of the world.

Assuming that this is true, in your judgement *SHOULD* we spend more on cosmetics and personal grooming than we spend on these other concerns?

Your Position: ______________________________

____

Good Reasons to Support Your Position:

1. ______________________________

____

____

2. ______________________________

____

____

3. ______________________________

____

____

Share your position and reasons with others. Listen to their thoughts and values and learn from them.

uo

ADVERTISING CAMPAIGNS

ROLE PLAY THIS SITUATION:

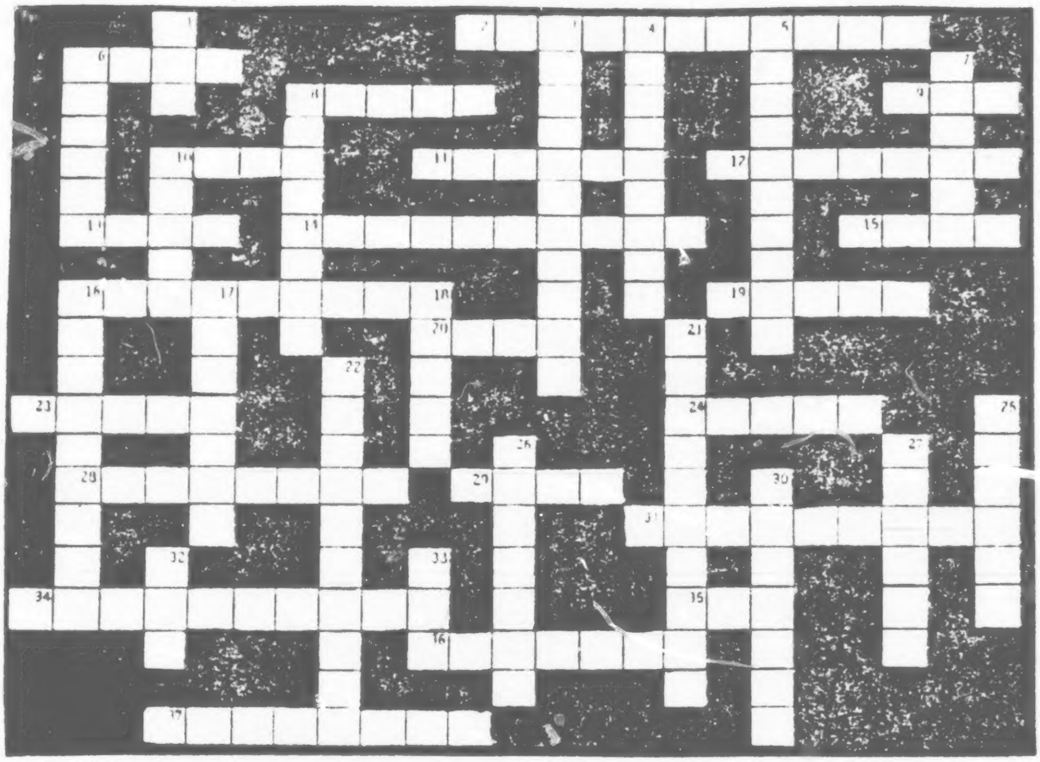
A NATIONAL MANUFACTURER IS TOLD THAT IT TAKES ABOUT A $10 MILLION ADVERTISING BUDGET TO POPULARIZE A NEW TOOTHPASTE. HE KNOWS THAT A MIXTURE OF SALT AND BICARBONATE OF SODA WILL CLEAN TEETH JUST AS WELL AS THE MOST EXPENSIVE TOOTHPASTE OR POWDER. HE KNOWS ALSO THAT THE HIGH DEGREE OF BRAND LOYALTY WILL MAKE IT DIFFICULT TO SHIFT PUBLIC BUYING HABITS. HE IS NOW HOLDING A STAFF MEETING WITH HIS TOP EMPLOYEES AND THE ADVERTISING REPRESENTATIVES WHO HAVE BEEN EMPLOYED TO PUT ACROSS THE NEW PRODUCT.

DISCUSS: WHAT KIND OF ADVERTISING WOULD APPEAL TO CHILDREN? YOUNG PEOPLE? OLDER PEOPLE?
WHAT TYPE OF PROMOTIONAL CAMPAIGN WILL WORK: FREE SAMPLES? TESTIMONIALS? NEWSPAPERS, BUS, RADIO, T.V., OR MAIL ADVERTISING?
SHOULD THE ADVERTISING FEATURE PRICE? FLAVOR? A MIRACLE INGREDIENT? IMPROVED APPEARANCE? APPEAL TO THE OPPOSITE SEX?

REMEMBERING YOUR OWN REACTIONS TO ADVERTISEMENTS AND PROMOTIONAL CAMPAIGNS, HELP THE NATIONAL MANUFACTURER PLAN HIS CAMPAIGN.

SHOW AND GLOW

"Let's Face It!" Words



DOWN

1. Primary governmental agency with responsibility in food and drug areas
3. Dyes made from the residue of distilled coal gas
4. A preparation which screens out some of the sun's ultraviolet rays
5. Ingredient effective against acne
6. Another ingredient effective against acne
7. Oatmeal is a good "home brew" for a ____
8. When shopping, look for quality, not just ____
10. Openings in the skin
16. Of or on the skin; affecting the skin
17. A preparation used for coloring the eyelashes
18. Steam bath
21. To make young again
22. Cosmetics not containing known allergy-causing substances are called hypo-____
25. Cornstarch is an effective "home brew" for ____
26. Doses
27. Strong
30. Describes ingredients advertised by the cosmetic industry to do the impossible
32. Mineral oil is an effective "home brew" for ____ skin
33. Governmental agency which investigates false advertising claims other than those appearing on product labels

ACROSS

2. Items used to complete a costume
6. A good "home brew" for a deodorant is baking ____
8. Royal jelly is the miracle food of the ____ bee
9. Clothing style "in" today, but may be "out" tomorrow
10. Most effective sunscreen ingredient
11. Foreign
12. Made from plant or animal substances
13. Scarce
14. Cosmetics
15. Many good bargains can be found at a pre-season or end-of-season ____
16. Anything we rub, pour, sprinkle, or spray on our bodies to improve our appearance
19. A home ingredient to use as a moisturizer
20. A skin condition in which the oil glands become clogged and inflamed, often causing pimples
23. Of simple design and color
24. A "miracle" ingredient is royal ____
28. Female hormone
29. Best skin cleanser
31. A preparation containing ingredients for healing
34. Causing to shrink or contract
35. American Medical Association
36. To make by combining ingredients
37. Necessary for a successful weight reduction program

GAZETTE
Sale

Let's Face It!

NOW THAT YOU HAVE COMPLETED THE ACTIVITIES IN THE PERSONAL GROOMING PAL, YOU SHOULD BE ABLE TO:

1. Recognize the importance of the first impression.
2. Recognize a hazard of medicated products.
3. Identify characteristics of "miracle ingredients."
4. Recognize ineffective personal appearance appliances.
5. Identify personal appearance appliances that can be homemade.
6. Recognize sound buying practices.
7. Recognize cosmetics.
8. Identify key points in choosing and using cosmetics.
9. Recognize characteristics of hypo-allergenic cosmetics.
10. Recognize ingredients which are likely to cause allergic reactions.
11. Identify side effects of coal tar dyes.
12. Identify cosmetics that contain coal tar dyes.
13. Recognize the ingredient in effective sunscreens.
14. Identify a reputable weight reducing program.
15. Recognize the responsibility of the FTC.
16. Recognize the responsibility of the FDA.

film guide: SOAP, SCENTS, AND THE HARD, HARD SELL

We are so bombarded with advertising for personal care products that it is difficult to know which is the best buy. Notice that in many cases, the least expensive product that does the job satisfactorily is the one to buy.

As you watch this film, or when it is completed, answer the following questions:

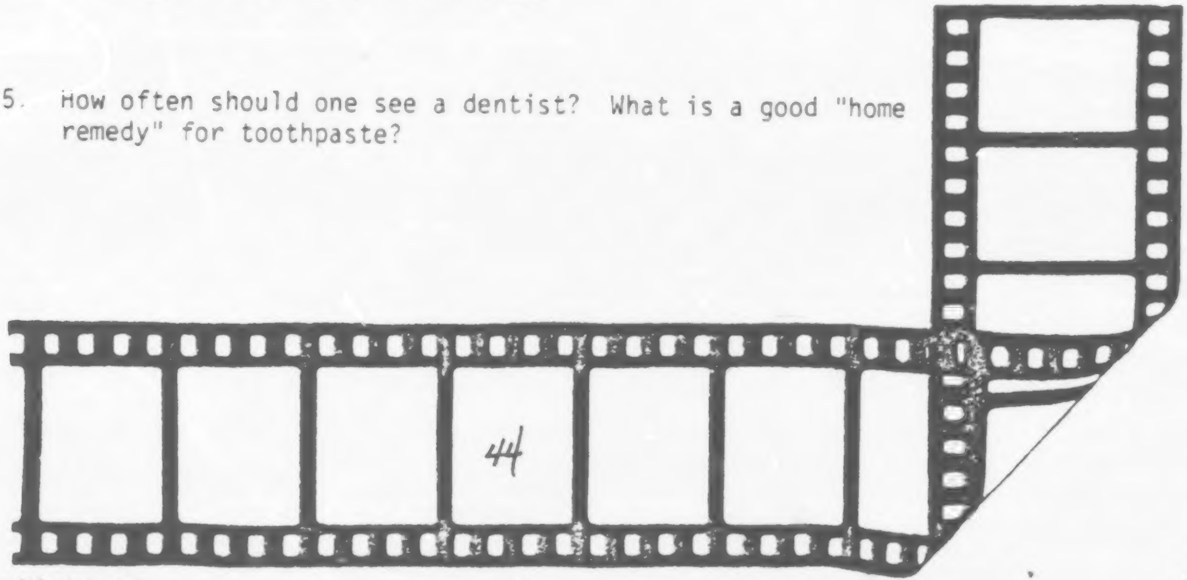
1. What claims made in advertising for personal hygiene products are unrealistic?

2. Why is it necessary to use soap to remove dirt, oil, and sweat from the skin?

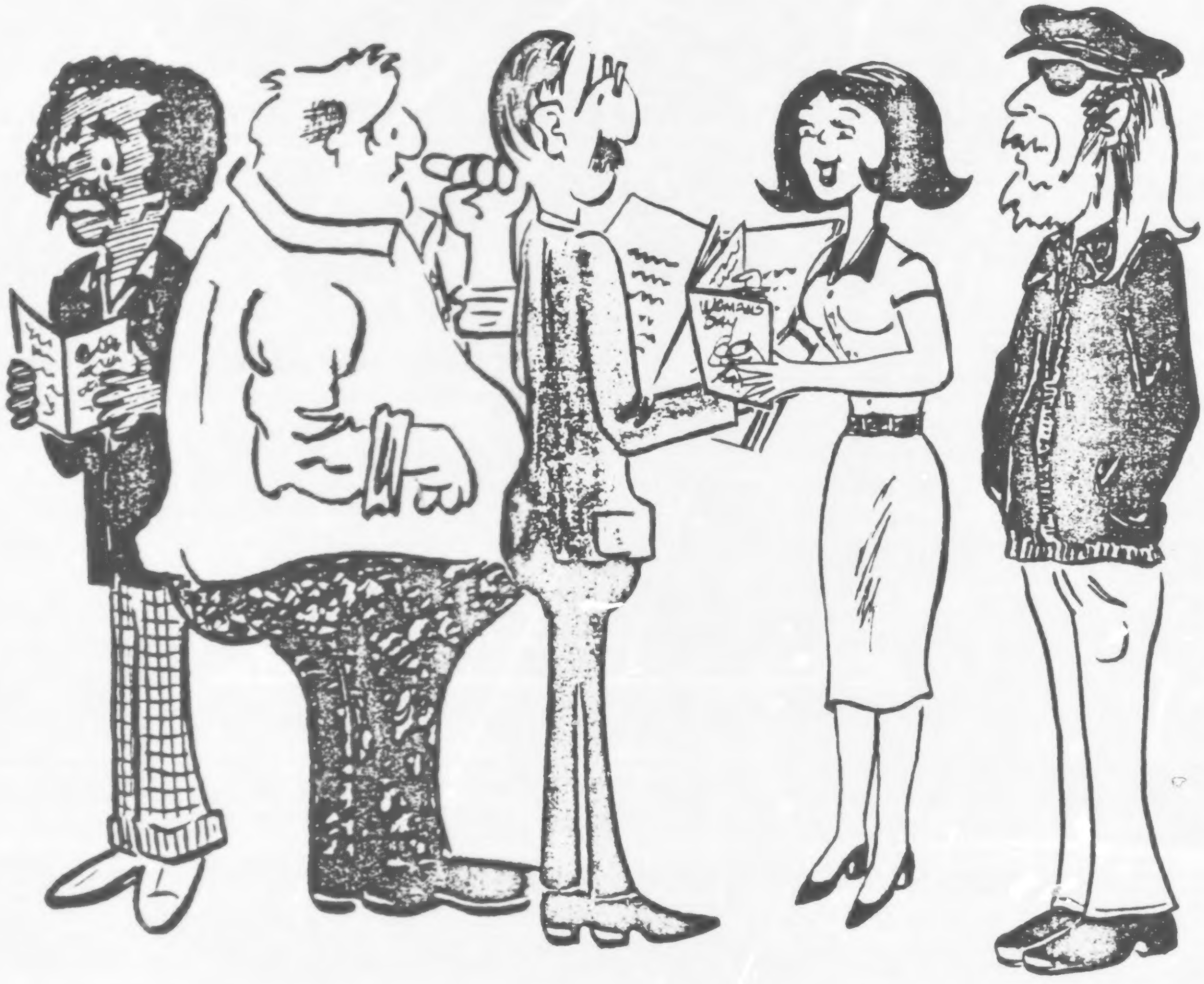
3. Why are shampoos with fancy ingredients unnecessary?

4. How does one contact lice? What should you do if you think you are infested with lice?

5. How often should one see a dentist? What is a good "home remedy" for toothpaste?



ARE FIRST IMPRESSIONS IMPORTANT?



WHY?

Transparency Master #1
Personal Grooming

BEFORE PURCHASING A PERSONAL CARE APPLIANCE, CONSIDER:

PERFORMANCE

WARRANTY

VERSATILITY

SAFETY

SERVICE

APPEARANCE

PRICE

BEFORE MAKING THAT CLOTHING PURCHASE, CONSIDER:

- VALUES AND GOALS
- NEEDS AND WANTS
- LIFE STYLE
- FUNDS
- AVAILABLE SPACE

Transparency Master #3
Personal Grooming

COSMETICS

are products or preparations for:

Baby

Bath

Fragrance

Hair

Makeup

Manicuring

Oral Hygiene

Personal Cleanliness

Shaving

Skin Care

Suntanning & Sunscreening

8848

Transparency Master #4
Personal Grooming

WHEN CHOOSING COSMETICS, CONSIDER:

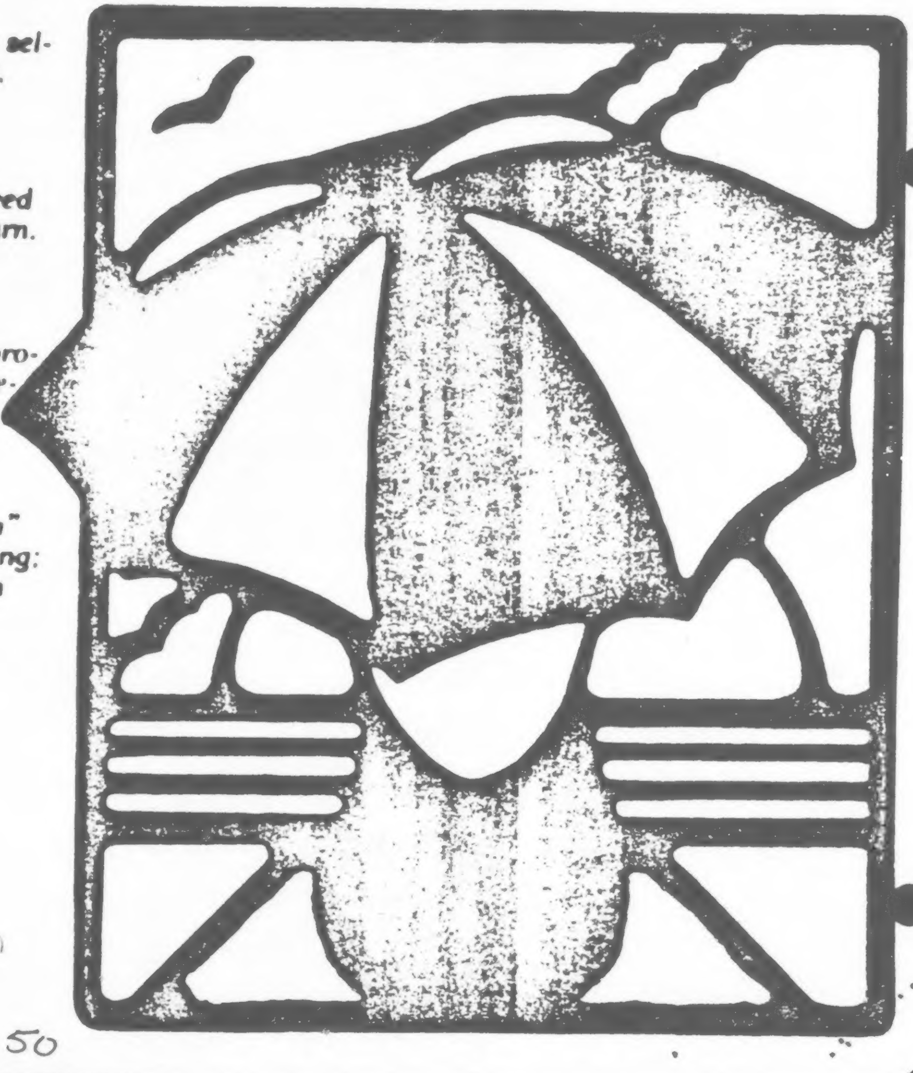
Ingredients

$ $ $ **Cost** $ $ $

Safety

Have fun in the Sun, but know your SPF*...

*Sun Protection Factor, suggested by a panel of experts and found on many suntan lotions and creams:



SPF 2-4 – For persons who seldom burn but tan profusely.

SPF 4-6 – For those who need extra protection from sunburn.

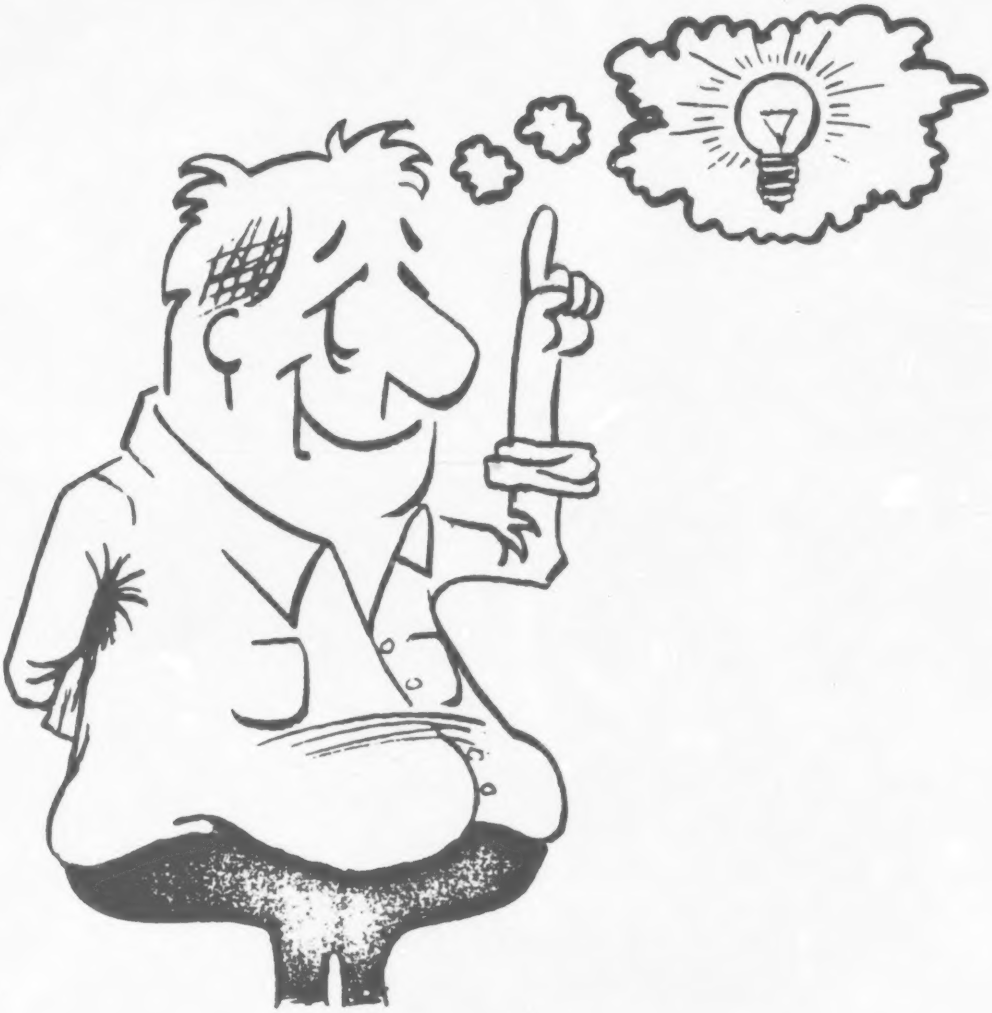
SPF 8-15 – For maximum protection, with little tanning resulting.

SPF 15 and over – An "ultra" rating that permits no tanning: it's for people who never tan but always burn.

90

Transparency Master #6
Personal Grooming

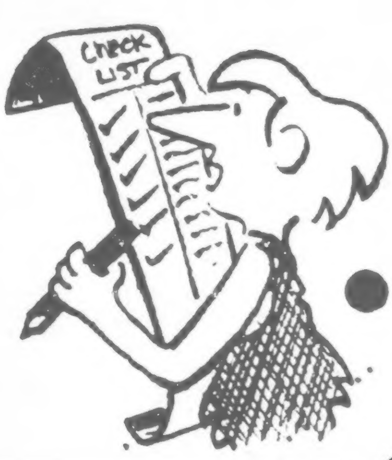
EXERCISE . . .



properly! !

REMEMBER:

1. *Every product can not live up to every promise.*
2. *Cost is not always a guarantee of quality.*
3. *Products must be used carefully and according to directions.*



Transparency Master #9
Personal Grooming

READ THAT LABEL!

GIVE EACH TYPE OF INFORMATION REQUESTED

Brand name: ______________________

Size: ______________________

Volume (contents): ______________________

Claims: ______________________

53

Directions for use: ______________________

Safety precautions: ______________________

Active ingredients: ______________________

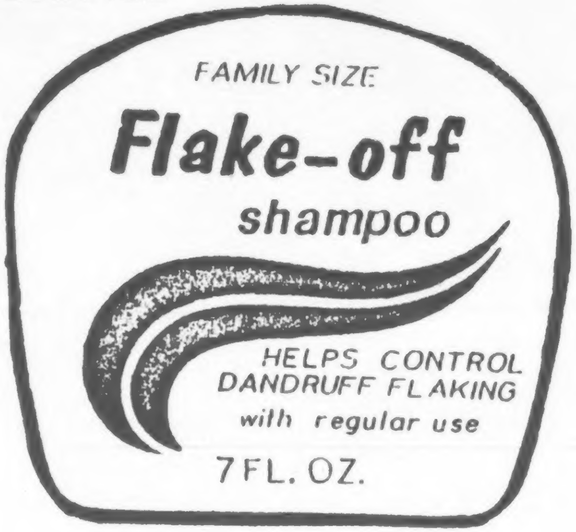
Name of manufacturer: ______________________

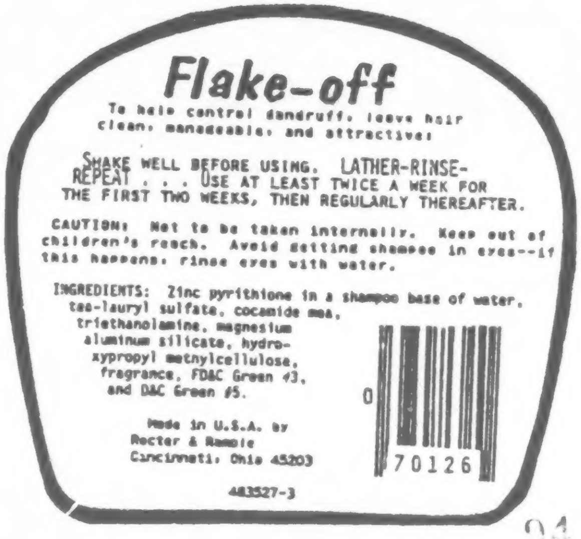
Address of manufacturer: ______________________

Registered trademark symbol: ______________________

Company trademark: ______________________

Universal Product Code symbol: ______________________





Flake-off

To help control dandruff, leave hair clean, manageable, and attractive:

SHAKE WELL BEFORE USING. LATHER-RINSE-REPEAT . . . USE AT LEAST TWICE A WEEK FOR THE FIRST TWO WEEKS, THEN REGULARLY THEREAFTER.

CAUTION: Not to be taken internally. Keep out of children's reach. Avoid getting shampoo in eyes--if this happens, rinse eyes with water.

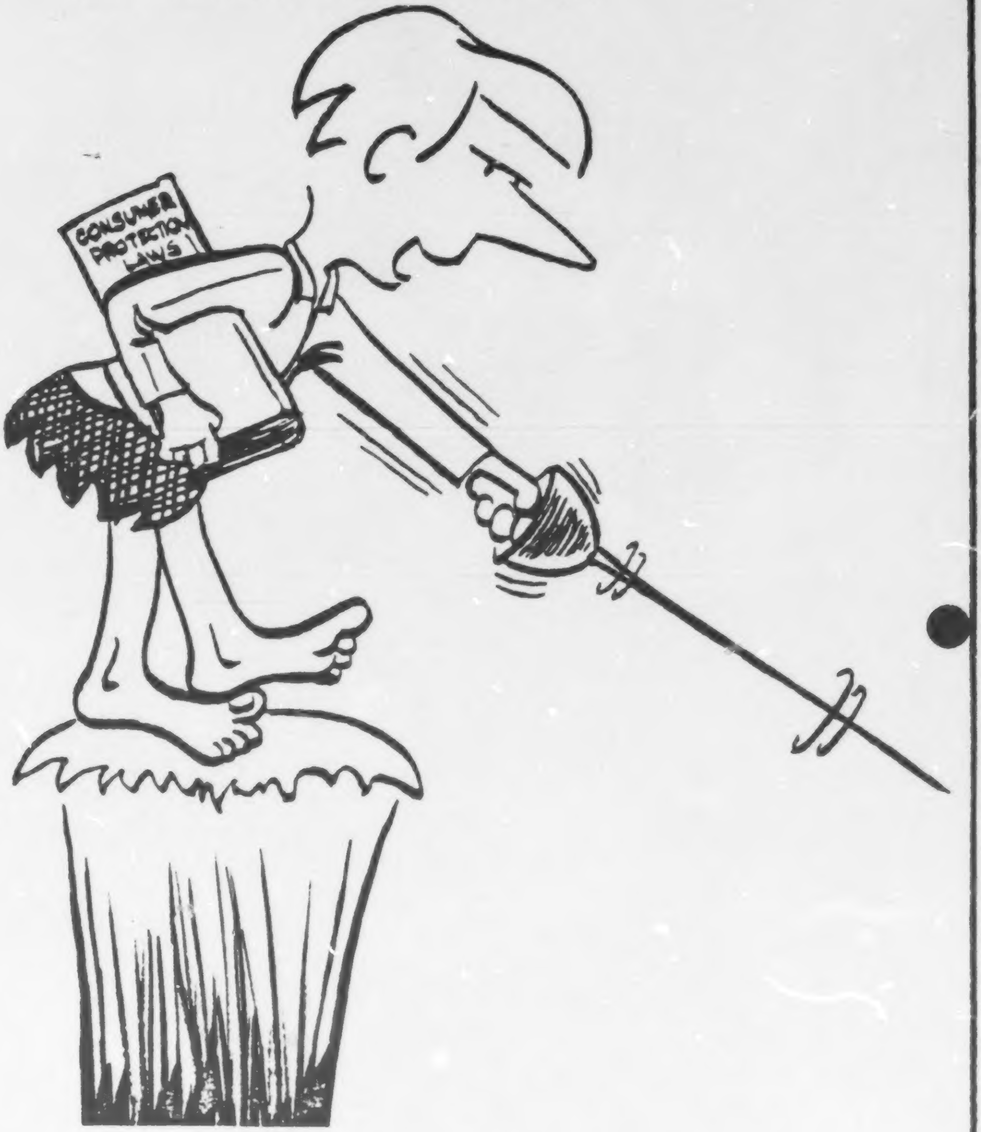
INGREDIENTS: Zinc pyrithione in a shampoo base of water, tea-lauryl sulfate, cocamide mea, triethanolamine, magnesium aluminum silicate, hydroxypropyl metnylcellulose, fragrance, FD&C Green #3, and D&C Green #5.

0 70126

Made in U.S.A. by
Rocter & Rample
Cincinnati, Ohio 45203

483527-3

THE CONSUMER
RIGHT
TO PERFORMANCE


CONSUMER PROTECTION LAWS

THE CONSUMER

RESPONSIBILITY

TO USE THE PRODUCT SAFELY

Answer Keys

CLASSROOM TEACHERS ARE AUTHORIZED TO
REPRODUCE THIS ORIGINAL COPY FOR USE
IN THEIR CLASSROOMS.

NAME ______________________________

CLASS ______________________________

DATE ______________________________

Let's Face It!

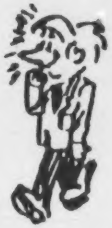
1 Ⓐ ● Ⓒ Ⓓ
2 ● Ⓑ Ⓒ Ⓓ
3 Ⓐ Ⓑ Ⓒ ●
4 Ⓐ ● Ⓒ Ⓓ
5 Ⓐ Ⓑ Ⓒ ●
6 Ⓐ Ⓑ ● Ⓓ
7 Ⓐ ● Ⓒ Ⓓ
8 Ⓐ Ⓑ ● Ⓓ

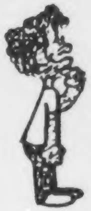
9 ● Ⓑ Ⓒ Ⓓ
10 Ⓐ Ⓑ ● Ⓓ
11 Ⓐ Ⓑ Ⓒ ●
12 Ⓐ Ⓑ Ⓒ ●
13 ● Ⓑ Ⓒ Ⓓ
14 Ⓐ ● Ⓒ Ⓓ
15 Ⓐ Ⓑ Ⓒ ●
16 Ⓐ ● Ⓒ Ⓓ

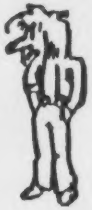
Student Activity Sheet #1
Personal Grooming

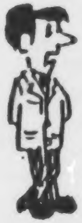
IN THE EYE OF THE BEHOLDER ...

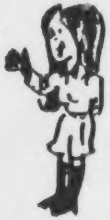
IMAGINE YOU ARE WALKING DOWN THE MAIN STREET OF A MAJOR CITY AND MEET EACH OF THE FOLLOWING INDIVIDUALS. WRITE YOUR FIRST IMPRESSIONS ON THE BLANKS BELOW EACH PICTURE. YOU MAY CHOOSE DESCRIPTIONS GIVEN BELOW, BUT FEEL FREE TO ADD OTHERS.

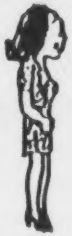


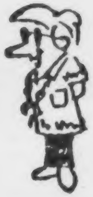


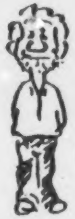












ANSWERS WILL VARY

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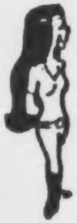

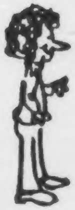

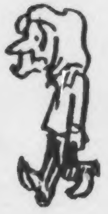

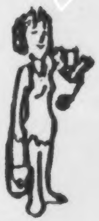

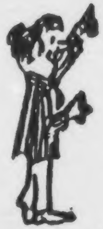

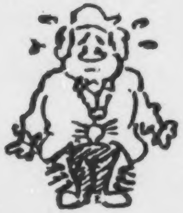

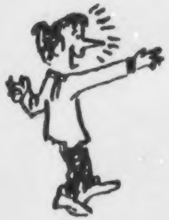

98

- Assertive
- Attractive
- Average
- Bubbly
- Career-minded
- Cheerful
- Conceited
- Conformist
- Dejected
- Dignified
- Enjoys life
- Happy-go-lucky
- Messy
- Mouthy
- Orderly
- Pensive
- Poised
- Sad
- Self-Confident
- Shy
- Slob
- Sophisticated
- Stylish
- Tidy
- Unassuming
- Unattractive
- "With it"
- Youth-seeking

COLOR ME . . .

MANY PEOPLE HAVE A FAVORITE COLOR AND EVEN FEEL SPECIAL WHEN THEY WEAR IT. YOUR COLOR CHOICE HAS A PSYCHOLOGICAL EFFECT ON YOU AND ON THOSE AROUND YOU. FOR AN INSIGHT INTO THE "MEANINGS" OF VARIOUS COLORS, TRY MATCHING EACH OF THE FOLLOWING SETS.

YOUR PERSONALITY IN LIVING COLOR!

WRITE THE LETTER OF THE FEELING CONVEYED BEFORE EACH COLOR. IF ALL ARE CORRECT, READ DOWN THE LETTERS FOR THE NAME OF ONE OF TV'S FIRST COLORFUL CHARACTERS!

(IN THE LAST SECTION, ONE ANSWER IS GIVEN TO ELIMINATE CONFUSION.)

BLUES

T	Dark medium blue		E. Restlessness
H	Strong blue-purple		T. Sincerity
E	Light blue-green		H. Sternness

GREENS

N	Medium green		B. Naivete and innocence
B	Greyed medium green		C. Fresh and young
C	Light yellow green		N. Frankness and practicality

REDS-ORANGES-YELLOWS

P	Medium red		C. A feeling of love and amiability
E	Bright red		A. Magnificence
A	Light purple		K. Glamour
C	Dark orange	↔	C. Ambition
O	Light medium yellow		E. Passionate
C	Dark pure red		P. Health and vitality
K	Light gold		O. Demanding attention

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Student Activity Sheet #2
Personal Grooming

CARE AND COMPARE

Choose a type of personal grooming product in which you are interested. Use the form below to compare different brands of the product according to the categories listed on the form. Decide which is the best buy.

ANSWERS WILL VARY.

TYPE OF PRODUCT

____

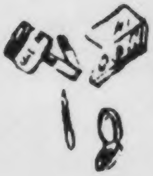
(DEODORANT, SHAMPOO, SOAP, ETC.)

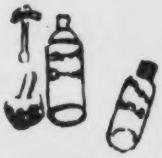
BRAND X
?
BRAND Y

PRODUCT INFORMATION	BRANDS COMPARED					
	BRAND NAME		BRAND NAME		BRAND NAME	
	SIZE A	SIZE B	SIZE A	SIZE B	SIZE A	SIZE B
SIZES AVAILABLE (BY WEIGHT OR VOLUME) IN EACH BRAND						
PRICE FOR EACH SIZE						
UNIT PRICE FOR EACH OUNCE, GRAM, ETC.						
TYPE OF PRODUCT (LIQUID, SPRAY, CREAM, ETC.)						
HOW PACKAGED (JAR, TUBE, CAN, ETC.)						
SPECIAL INGREDIENTS, IF ANY						
SPECIAL FUNCTIONS (AS DESCRIBED ON CONTAINER)						
CAUTIONS GIVEN						
DIRECTIONS FOR USE (RATE AS EXCELLENT, GOOD, FAIR, POOR)—REASON						
WHERE AVAILABLE (TYPE OF STORE: DRUG, SUPERMARKET, ETC.)						
OTHER (INFORMATION OR COMMENT)						

Student Activity Sheet #3
Personal Grooming

COSMETICS ? ? ?





COSMETICS: ARTICLES INTENDED TO BE RUBBED, POURED, SPRINKLED, OR SPRAYED ON, INTRODUCED INTO, OR OTHERWISE APPLIED TO THE HUMAN BODY OR ANY PART THEREOF FOR CLEANSING, BEAUTIFYING, PROMOTING ATTRACTIVENESS, OR ALTERING THE APPEARANCE.

Food, Drug, and Cosmetic Act

The FDA further states:

TOILET ARTICLES OFFERED TO PREVENT OR CURE AN AILMENT, OR TO AFFECT THE STRUCTURE OR FUNCTION OF THE BODY ARE DRUGS.

Keeping in mind the above definitions, answer the following questions:

1. Give examples of products commonly known as cosmetics, even though Federal law classifies them as drugs. ANSWERS WILL VARY, MAY MENTION: PRODUCTS TO GROW HAIR ON BALD HEADS, TO REMOVE WRINKLES, TO CURE A SKIN DISEASE, OR TO TREAT AND PREVENT DANDRUFF; HORMONE CREAMS; ANTIBIOTIC DEODORANTS

2. There are very strict government regulations to insure the safety and effectiveness of drugs. Cosmetics, however, must meet only the safety controls imposed by the manufacturing company. Do you see any dangers in this?

   ANSWERS WILL VARY

3. Why should articles defined as drugs have to prove their effectiveness while other cosmetics do not?

   ANSWERS WILL VARY

4. Comment on the following statement by FDA Assistant Commissioner Winton B. Rankin: "The problem today is not so much the products that are known to harm, but the cosmetics that are not known to be safe."

   ANSWERS WILL VARY

5. What can consumers do to protect themselves from harm in using cosmetics?

   ANSWERS WILL VARY, MAY MENTION: READ THE LABELS; FOLLOW DIRECTIONS; DO A "PATCH TEST"

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WEIGHT,
WEIGHT,
WEIGHT

T	F		
	✓	1.	The medical term "obesity" means weighing at least 100 pounds too much.
✓		2.	Doctors find more cancer, diabetes, heart disease and gall bladder disease among persons who are overweight.
	✓	3.	The best weight reduction plans require you to skip normally eaten meals.
✓		4.	Almost everyone adds pounds with years if they become less active but continue to eat the same amount of food.
	✓	5.	Swallowing a diet pill before every meal guarantees weight loss.
✓		6.	A fad diet is one designed to make you lose weight fast, without medical supervision.
✓		7.	Any reducing gimmick--cream, belt, wrap, lotion--is only as effective as the work it makes you do! There is no magic, effortless way to lose weight.
✓		8.	Statistics show that overweight people do not live as long as those of normal weight.
✓		9.	One of the best weight control exercises is pushing yourself away from the table before eating too much.
✓		10.	Exercise is of value while dieting because it tones up your muscles and tissues and helps burn your stored calories.
	✓	11.	One must not drink water when trying to lose weight.
✓		12.	A self-help diet group may benefit those who find it hard to diet alone.
	✓	13.	Obesity is due entirely to heredity.
	✓	14.	In the experience of some people, all foods turn to fat!
	✓	15.	High protein foods and fruits have no calories.

103
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Student Activity Sheet #5
Personal Grooming

READ THAT LABEL!

GIVE EACH TYPE OF INFORMATION REQUESTED:

Brand name: FLAKE-OFF

Size: FAMILY SIZE

Volume (contents): 7 FLUID OUNCES

Claims: HELPS CONTROL DANDRUFF FLAKING

Directions for use: ANSWERS SUCH AS: SHAKE WELL BEFORE USING, ETC.

Safety precautions: ANSWERS SUCH AS: NOT TO BE TAKEN INTERNALLY, ETC.

Active ingredients: ZINC PYRITHIONE, WATER, TEA-LAURYL SULFATE, ETC.

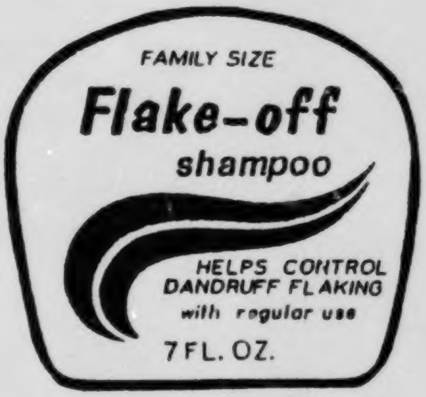
Name of Manufacturer: ROCTER & RAMBLE

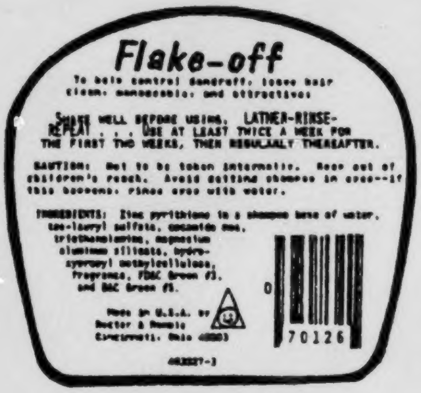
Address of Manufacturer: CINCINNATI, OHIO 45203

Registered trademark symbol: ®

Company trademark: △

Universal Product Code symbol: 0 70126





Flake-off

To help control dandruff, leave hair clean, manageable, and attractive.

SHAKE WELL BEFORE USING. LATHER-RINSE-REPEAT . . . USE AT LEAST TWICE A WEEK FOR THE FIRST TWO WEEKS, THEN REGULARLY THEREAFTER.

CAUTION: Not to be taken internally. Keep out of children's reach. Avoid getting shampoo in eyes--if this happens, rinse eyes with water.

INGREDIENTS: Zinc pyrithione in a shampoo base of water, tea-lauryl sulfate, cocamide mea, triethanolamine, magnesium aluminum silicate, hydroxypropyl methylcellulose, fragrance, FD&C Green #3, and D&C Green #5.

Made in U.S.A. by
Rocter & Ramble
Cincinnati, Ohio 45203

0 70126

[illegible]

A HOME SURVEY

Personal care products, or toiletries, are familiar items in every household. These are such items as toothpaste, shampoo, shaving cream, after-shave lotion, hair tonic, hand lotion, soap, make-up, perfume, deodorant, etc. Completing this inventory should give you an insight into the ways you and your family buy and use such products.

1 SURVEY ALL THE TOILETRIES IN YOUR HOME. LIST BELOW, BY BRAND NAME AND TYPE (SPRAY, CREAM, LIQUID, POWDER, FOAM, ETC.), ALL THE DIFFERENT PRODUCTS THAT ARE USED BY VARIOUS MEMBERS OF YOUR FAMILY.

MAKE-UP PRODUCTS	MOUTH/TEETH-CARE PRODUCTS	OTHER PRODUCTS
________	________	________
________	________	________
DEODORANTS	HAIR-CARE PRODUCTS	________
________	________	________
________	________	________
PERFUMES	SHAVING PRODUCTS	________
________	________	________
________	________	________

ANSWERS WILL VARY

2 ARE ANY PRODUCTS USED BE EVERY MEMBER OF YOUR FAMILY? ________
IF SO, WHICH ONES? ________
WHO SELECTS AND BUYS THESE PRODUCTS? ________

3 DO YOU BUY YOUR OWN TOILETRIES? ________
IF SO, WHICH ONES? ________
WHERE DO YOU USUALLY BUY THEM? ( ) DRUG STORE ( ) SUPERMARKET
( ) DEPARTMENT STORE ( ) OTHER ________

4 WHY DO YOU SELECT A PARTICULAR BRAND OR KIND OF TOILETRY PRODUCT?
- ( ) LIKE THEIR ADS OR COMMERCIALS
- ( ) PARENTS' ADVICE OR SUGGESTION
- ( ) LIKE THE COMPANY'S OTHER PRODUCTS
- ( ) HAVE ALWAYS USED IT
- ( ) FRIENDS USE IT
- ( ) ON IMPULSE
- ( ) ATTRACTED BY THE PACKAGING
- ( ) COST FACTOR

5 WHAT DOES THIS TELL YOU ABOUT YOUR CONSUMER SKILLS IN THE PURCHASE AND USE OF PERSONAL CARE PRODUCTS?

Student Activity Sheet #7
Personal Grooming

Priorities

Regardless of the dangers in cosmetics and personal grooming aides, some persons have questioned the *PRIORITIES* of Americans. These persons question whether our values are straight. They point out that we spend more on cosmetics and personal grooming aides than we do on education . . . on the poor . . . on the mentally ill . . . on the hungry of the world.

Assuming that this is true, in your judgement *SHOULD* we spend more on cosmetics and personal grooming than we spend on these other concerns?

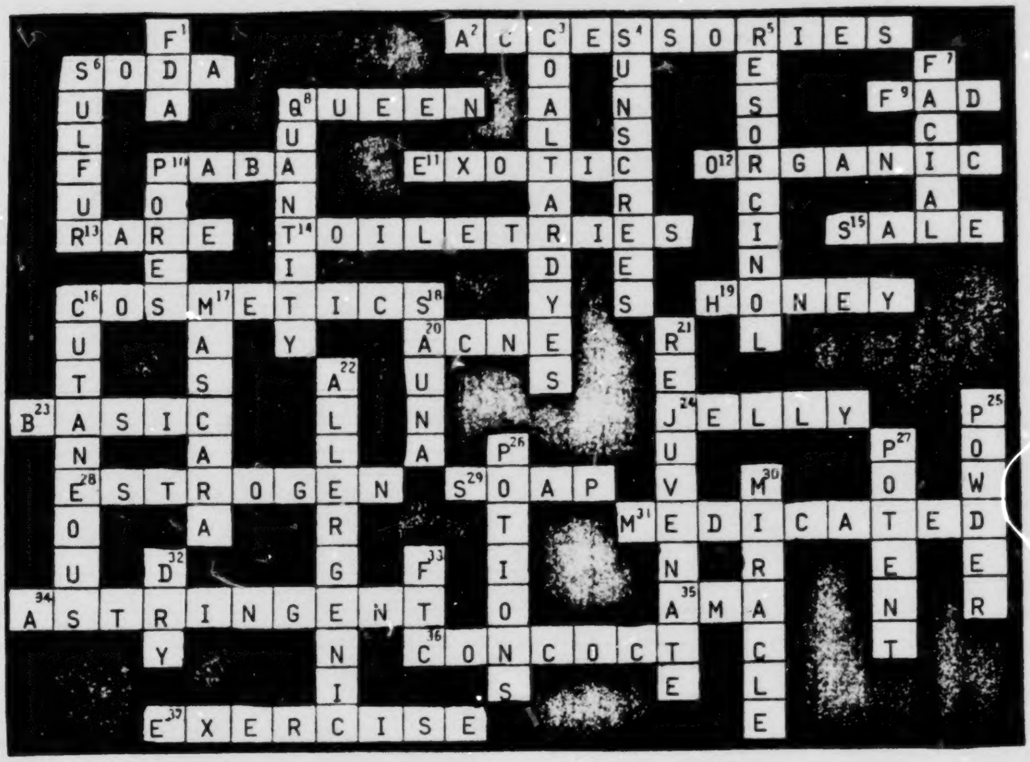
Your Position: ANSWERS WILL VARY.

Good Reasons to Support Your Position:

1. ANSWERS WILL VARY.
2. ANSWERS WILL VARY.
3. ANSWERS WILL VARY.

Share your position and reasons with others. Listen to their thoughts and values and learn from them.

"Let's Face It!" Words


2 ACCESSORIES
6 SODA
8 QUEEN
9 FAD
10 PABA
11 EXOTIC
12 ORGANIC
13 RARE
14 TOILETRIES
15 SALE
16 COSMETICS
19 HONEY
20 ACNE
23 BASIC
24 JELLY
28 ESTROGEN
29 SOAP
31 MEDICATED
34 ASTRINGENT
35 AMA
36 CONCOCT
37 EXERCISE
1 FDA
3 COALTARDYES
4 SUNSCREENS
5 RESORCINOL
6 SULFUR
7 FACIAL
8 QUANTITY
10 PORES
16 CUTANEOUS
17 MASCARA
18 SAUNA
21 REJUVENATE
22 ALLERGENIC
25 POWDER
26 POTIONS
27 POTENT
30 MIRACLE
32 DRY
33 FTC

DOWN

1. Primary governmental agency with responsibility in food and drug areas
3. Dyes made from the residue of distilled coal gas
4. A preparation which screens out some of the sun's ultraviolet rays
5. Ingredient effective against acne
6. Another ingredient effective against acne
7. Oatmeal is a good "home brew" for a __________
8. When shopping, look for quality, not just ___
10. Openings in the skin
16. Of or on the skin; affecting the skin
17. A preparation used for coloring the eyelashes
18. Steam bath
21. To make young again
22. Cosmetics not containing known allergy-causing substances are called hypo-__________
25. Cornstarch is an effective "home brew" for _____
26. Doses
27. Strong
30. Describes ingredients advertised by the cosmetic industry to do the impossible
32. Mineral oil is an effective "home brew" for _____ skin
33. Governmental agency which investigates false advertising claims other than those appearing o on product labels

ACROSS

2. Items used to complete a costume
6. A good "home brew" for a deodorant is baking _______
8. Royal jelly is the miracle food of the ____ bee
9. Clothing style "in" today, but may be "out" tomorrow
10. Most effective sunscreen ingredient
11. Foreign
12. Made from plant or animal substances
13. Scarce
14. Cosmetics
15. Many good bargains can be found at a pre-season or end-of-season _______
16. Anything we rub, pour, sprinkle, or spray on our bodies to improve our appearance
19. A home ingredient to use as a moisturizer
20. A skin condition in which the oil glands become clogged and inflamed, often causing pimples
23. Of simple design and color
24. A "miracle" ingredient is royal ________
28. Female hormone
29. Best skin cleanser
31. A preparation containing ingredients for healing
34. Causing to shrink or contract
35. American Medical Association
36. To make by combining ingredients
37. Necessary for a successful weight reduction program

Student Activity Sheet #10
Personal Grooming

Transparency Master #9
Personal Grooming

READ THAT LABEL!

GIVE EACH TYPE OF INFORMATION REQUESTED:

Brand name: FLAKE-OFF

Size: FAMILY SIZE

Volume (contents): 7 FLUID OUNCES

Claims: HELPS CONTROL DANDRUFF FLAKING

Directions for use: SHAKE WELL BEFORE USING. LATHER-RINSE-REPEAT...USE AT LEAST TWICE A WEEK FOR THE FIRST TWO WEEKS, THEN REGULARLY THEREAFTER.

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Safety precautions: NOT TO TAKEN INTERNALLY. KEEP OUT OF CHILDREN'S REACH. AVOID GETTING SHAMPOO IN EYES--IF THIS HAPPENS, RINSE EYES WITH WATER.

Active ingredients: ZINC PYRITHIONE, WATER, TEA-LAURYL SULFATE, ETC.

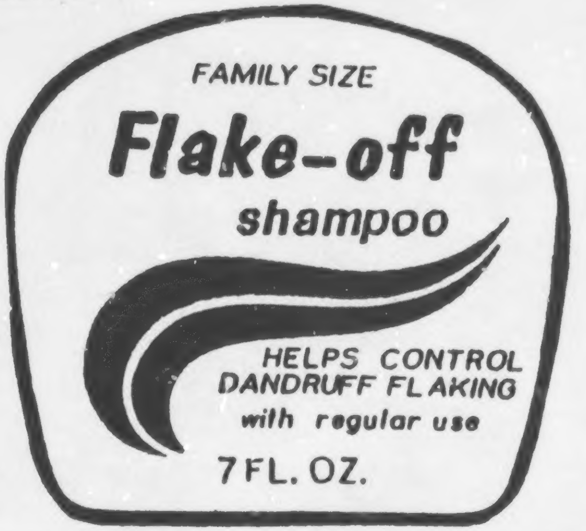
Name of Manufacturer: ROCTER & RAMBLE

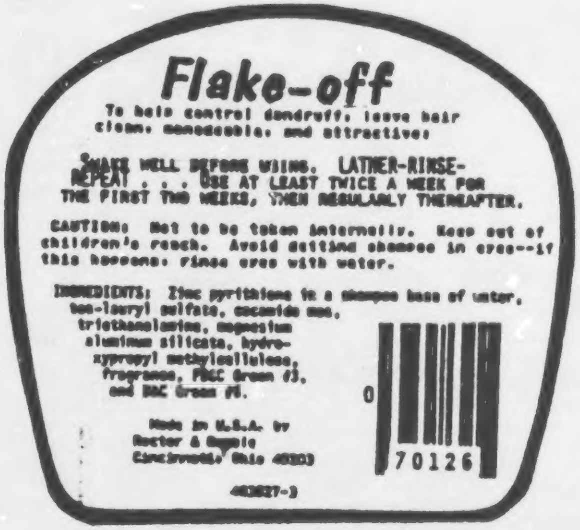
Address of Manufacturer: CINCINNATI, OHIO 45203

Registered trademark symbol: ®

Company trademark:

Universal Product Code symbol: 0 70126





Flake-off

To help control dandruff, leave hair clean, manageable, and attractive:

SHAKE WELL BEFORE USING. LATHER-RINSE-REPEAT . . . USE AT LEAST TWICE A WEEK FOR THE FIRST TWO WEEKS, THEN REGULARLY THEREAFTER.

CAUTION: Not to be taken internally. Keep out of children's reach. Avoid getting shampoo in eyes--if this happens, rinse eyes with water.

INGREDIENTS: Zinc pyrithione in a shampoo base of water, tea-lauryl sulfate, cocamide mea, triethanolamine, magnesium aluminum silicate, hydroxypropyl methylcellulose, fragrance, FD&C Green #3, and D&C Green #8.

0 70126

Made in U.S.A. by
Rocter & Ramble
Cincinnati, Ohio 45203

[illegible]

General appearance and grooming are statements about ourselves. Consciously or unconsciously, we make a statement about ourselves by the way we look.

Being able to *"see yourself"*, *"see yourself as others see you"*, and *"feel good or comfortable about yourself"* do not just happen. Awareness, action, and feelings play important roles.

HOW you feel about personal appearance or good grooming can be reflected in such statements as:

"YOU CAN TELL A LOT ABOUT A PERSON BY THE WAY HE LOOKS."

"MOST OF MY FRIENDS CARE ABOUT HOW THEY LOOK."

"PEOPLE WHO DON'T CARE ABOUT THEIR LOOKS DON'T CARE MUCH ABOUT THEMSELVES."

"THE WAY I LOOK OR THE CLOTHES I WEAR ARE NOT THE REAL ME."

"ADULTS ARE MORE INTERESTED IN GOOD GROOMING THAN MY AGE GROUP."

"SOMEONE WHO ISN'T CLEAN OR WELL GROOMED IS NOT FUN TO BE AROUND."

"MOST PEOPLE SPEND TOO MUCH TIME ON GROOMING."

"I'M TOO BUSY WITH IMPORTANT THINGS TO SPEND THAT MUCH TIME ON MY BODY."

"NEW GROOMING IDEAS AND NEW STYLES ARE IMPORTANT."

"OTHER PEOPLE ARE MORE INTERESTED IN GOOD GROOMING THAN I AM."

Think about each of the statements. How much do you agree or disagree with each? Why?

ANSWERS WILL VARY

Factors which affect one's personal appearance might include:

Physical Traits
Values
Self-Concept
Social Norms
Peer Group
Grooming Skills
Personal Care Products
Fashion Trends
Employability

Think about each factor:

Physical traits include those features over which you may have little control--you were born with them. You can, however, learn to emphaize your best and de-emphasize those features you would rather not have others notice.

Values influence everything we do, whether we think about it or not. Choices must be made in grooming as in all other areas of our lives.

Self-concept changes and often we do not see ourselves as others see us. Should we?

Social norms or the accepted way of doing things where we live can control us. We decide to conform, not conform, or base our actions on other factors as well.

Peer group values and actions often control the way we think, act, or look. What "they" think is more important than forming our own opinion.

Grooming skills vary. We learn to do things better through practice and become more independent.

Personal care products are designed to enhance our appearance. The careful consumer does not let such products control him.

Fashion trends cause us to wear something today we might not "have been caught dead" in last year.

Employability--the need to qualify for a job often causes persons to change their appearance.

Look at the list again. Think of how important each factor is to you. Then number the items, using "1" as the most important factor, and "9" as the least important to YOU.

ANSWERS WILL VARY

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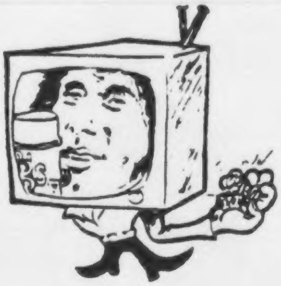
Let's not forget one other important factor in our feelings about personal appearance, especially the way others may see us. *Advertising* can make us wonder if we can ever look our best and feel confident. Think of examples of advertising based on the desire to not offend--toothpastes, mouthwashes, deodorants, etc., etc.



"CLEANLINESS IS NEXT TO GODLINESS" is probably a good place to begin. Being fresh and neat from head to toe can do much to rid us of nagging worries. Then we can worry about our nails, dandruff on our shoulders, complexion problems, etc.

CLEAN BILL OF HEALTH

SCHEDULING grooming activities becomes a part of the modern consumer's over-all scheduling of his busy life. Match the items listed below with a suggested scheduling from the second column.

2 *BATH or SHOWER*

4 *BRUSH TEETH*

5/8 *COMB/BRUSH HAIR*

3 *DENTAL CHECK-UP*

2 *DENTAL FLOSS*

2 *DEODORANT/ANTIPERSPIRANT*

1 *MANICURE*

6 *PEDICURE*

7 *PHYSICAL CHECK-UP*

1 *SHAMPOO HAIR*

5/8 *WASH HANDS*

1. *At least once a week*
2. *Daily*
3. *Every six months*
4. *Morning, night, after meals or snacks*
5. *Often*
6. *Once a week*
7. *Once a year*
8. *Several times a day*

(ANSWERS MAY VARY, HOWEVER)

We have all heard and used the word *BEAUTY*.
What differences are there in the meanings of two terms?
Use your dictionary:

BEAUTY: ANSWERS WILL VARY

PERSONAL ATTRACTIVENESS: ANSWERS WILL VARY

We each have developed a concept of BEAUTY. Where and how did we learn our notion of BEAUTY ? What are BEAUTIFUL people? What makes a person BEAUTIFUL ? Think about your own notion of BEAUTY:

KNOWLEDGE: (What I learned about Beauty from others)

ANSWERS WILL VARY

EXPERIENCE: (What I learned about Beauty for myself)

ANSWERS WILL VARY

VALUES: (My preferences about Beauty)

ANSWERS WILL VARY

FEELINGS: (My emotional reaction to things and persons Beautiful)

ANSWERS WILL VARY

A THREE-DIMENSIONAL SELF-PORTRAIT

Answer the following questions thoughtfully. You will NOT have to share your "portrait" with others. This is for YOU.

Dimension 1: Appearance

ANSWERS WILL VARY

Age ____________ Height ________________

Sex ____________ Weight ________________

General Appearance (neat, sloppy, freckles, etc....)

____

____

Dimension 2: Background

Schools I have attended: ANSWERS WILL VARY

Favorite subjects: ________________

Poorest subjects: ________________

Extracurricular activities: ____________________
____
____

Ethnic background: ____________________

Amusements, hobbies: ____________________
____
____

Geographic background: ____________________
____

Dimension 3: Ideas

ANSWERS WILL VARY

Temperment: (easy-going, optimistic, etc.) ____________________
____

Frustrations: ____________________
____

Things I am good at ____________ ____________
____________ ____________

Things I would like to do better ____________ ____________
____

Things I like about myself ____________ ____________
____

Draw a picture or make a collage of your best features.

ANSWERS WILL VARY

ROD AND MYRA: NEAT PERSONS!

MYRA WAS ALWAYS COMBING HER HAIR, LOOKING IN THE MIRROR IN HER PURSE, AND ADJUSTING HER CLOTHES. IN THE LUNCH LINE, BEFORE CLASS, TOWARD THE END OF CLASS....YOU NAME IT AND MYRA WAS GROOMING HERSELF. SHE LOOKED LIKE A COVERGIRL, AND ASPIRED TO BE A MODEL.

EVERY HAIR IN ITS PLACE! ROD WAS COMBING HIS HAIR, CHECKING IN THE MIRROR BETWEEN CLASSES, AND PICKING LINT OFF HIS CLOTHES. HE WAS A NEAT FELLOW. HE ALWAYS SEEMED TO HAVE A NEW OUTFIT AND WAS ALWAYS DRESSED JUST RIGHT FOR THE OCCASION. HAIR SPRAYED, TIE STRAIGHT, PANTS CREASED, SHIRT PRESSED, ETC. ROD REFUSED TO DO MANY THINGS AT SCHOOL OR AFTER SCHOOL SINCE HE DIDN'T WANT TO "GET MESSED UP".

1. What did Rod and Myra do?
   What reasons do you think they had for their actions?

   ANSWERS WILL VARY

2. What does all of this let you know about them?

   ANSWERS WILL VARY

3. Have you ever done similar things? Why?
   What did your actions tell you about yourself?
   Are you satisfied with that message about yourself?

   ANSWERS WILL VARY

TED, ALICE, BOB AND CAROL: WORRISOME PERSONS

Alice first became aware of her straight hair in the tenth grade. Everyone seemed to admire curly hair, and hers was as straight as a rail. She kept it clean and shiny, brushed and combed. But it was--after all--straight. Alice worried about this, but she couldn't afford permanent waves and fancy beauty treatments.

MUSCLES? OH, MY. BOB LOOKED DOWN AT HIS ARMS. STRAIGHT AS ARROWS. FOR A TENTH GRADE STUDENT, HIS BICEPS LOOKED LIKE CHESTNUTS. HIS FOREARMS LOOKED LIKE TWIGS--TO HIM. HE WORRIED ABOUT THIS AND WAS CAREFUL TO WEAR SHIRTS WITH LONG SLEEVES. THIS WEEK BOB STARTED TO DO PUSH-UPS EACH MORNING BEFORE STARTING OUT FOR SCHOOL.

Not again. Carol was about to receive another outfit from her older sister! Each year, another wardrobe came down to her. Heirlooms were one thing, but--even though the family had limited income--Carol was very conscious of wearing her sister's clothes. Everyone MUST know that her clothes were on her sister last year! She was sure glad she didn't have an older brother!! Recently, concerns about her clothes had affected Carol's attitude toward attending school. She didn't want to go--"I'll be glad when I get a job and can buy my own clothes," she thought.

TED APPEARED JOLLY TO OTHERS. BUT HE WORRIED ABOUT BEING WHAT HIS MOTHER CALLED "CHUBBY". IN SCHOOL HE LAUGHED A LOT--OFTEN AT HIMSELF. HE WAS THE LAST DRESSED OUT FOR GYM CLASS. HE TRIED TO SIT IN THE BACK OF THE CLASSROOM. HE WANTED CLOTHES JUST LIKE EVERYONE ELSE WORE. TED FOUND HIMSELF DREAMING A LOT LATELY--WISHING HE WAS SOMEONE ELSE. BUT HE NEVER KNEW WHAT HE WAS.

1. What do Ted, Bob, Carol and Alice have in common? **ANSWERS WILL VARY**
   What effect does what they share have upon them as persons?

2. What does VANITY mean? **ANSWERS WILL VARY**

3. Are Ted, Bob, Carol and Alice vain? **ANSWERS WILL VARY**
   Are they absorbed in SELF?

4. How might vanity be DESTRUCTIVE to a person? **ANSWERS WILL VARY**

There seem to be three styles of persons:

The CONFORMING Person:

This person has gone through a process which makes him think that it is important to act on the basis of what other persons or groups think is important. Others guide his appearance, actions, feelings, values, etc.

The NON-CONFORMING Person:

This person acts in ways which violate the usual way of doing things in society. He hears a different drummer--often joining a group which is non-conformist (e.g., hippies, a rural commune, etc.). Sometimes the nonconformist simply rejects the ways of the main society and follows another group.

The THINKING Person:

This person forms his own judgments and acts on the basis of what seems important to him. Sometimes this person may look like he is doing what everyone else is doing. The difference is that the thinking person has thought through the situation and has made an independent judgment. He is not doing something just because others are doing it or because the TV said to do it!

Here is a continuum, from one "extreme" to the other "extreme":

CONFORMING . . . . .THINKING . . . . .NON-CONFORMING

←――――――――――――――――――――――――――――――――――――→

Where would you place TED?

Where would you place ALICE?

Where would you place CAROL? **ANSWERS WILL VARY**

Where would you place BOB?

Where would you place YOURSELF???

Which style of PERSON is best, in your judgment? Why? **ANSWERS WILL VARY**

WHAT DO STYLES OF PERSONS have to do with us? **ANSWERS WILL VARY**

With our conception of BEAUTY?

With our conception of PERSONAL GROOMING?

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SHOULD First Impressions Count ?

Let's assume that your high school class is holding an election to select a class president. Order the following "features" in their order of importance in selecting a president.

_____ the most popular student
_____ the brightest person (highest grades)
ANSWERS _____ the best-dressed person
WILL _____ the best looking person
VARY _____ the most athletic person
_____

WHO DO YOU THINK WILL WIN? WHY?

Let's assume that you are an employer. Select ten jobs from the following list for which FIRST IMPRESSIONS are, or may be, important.

actor
Army general
babysitter
bag boy
bank teller
barber
bartender
bat boy
bricklayer
bus driver
cafeteria helper
car mechanic
car wash attendant
cook
construction flagman
diplomat
doctor
elevator operator
fisherman
flower vendor
fruit peddler
fruit picker
golfer (pro)
hair dresser
house painter
janitor
jockey
lawyer
librarian
loan shark
lumberjack
medicine man
merchant
migrant worker
mother
night clerk
nurse
paper boy
pilot
policeman
preacher
priest
principal of a school
professor
rabbi
ranch hand
scientist
secretary
security guard (night watch)
sewer worker
sharecropper
stewardess
teacher (elementary school)
ticket taker
train engineer

Why are FIRST IMPRESSIONS important for the jobs you selected? ANSWERS WILL VARY

Dealing with FIRST IMPRESSIONS may be like judging a book
by its cover--Fancy covers often hide dull words.
Dirty, worn covers often hold together great wisdom.

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If you were hiring a road crew flagman, which FIRST IMPRESSIONS might make sense? Which first impressions wouldn't make sense? **ANSWERS WILL VARY**

sex? ____ race? ____ strength? ____ dress? ____
age? ____ health? ____ hair? ____ cleanliness? ____

If you were hiring a bank teller, what FIRST IMPRESSIONS might make sense? Which would not? **ANSWERS WILL VARY**

If you were hiring a bag boy at a supermarket, which FIRST IMPRESSIONS make sense? Which would not? **ANSWERS WILL VARY**

HOW MIGHT FIRST IMPRESSIONS BE DESTRUCTIVE?

---- *THREE YOUNG GRADUATES OF SECRETARIAL SCHOOL ARE WAITING IN THE BANK'S OUTER OFFICE FOR AN INTERVIEW. THE EMPLOYER POKES HIS HEAD OUT THE DOOR, LOOKS AROUND, AND CALLS THE MOST ATTRACTIVE "LITTLE THING" IN FOR THE FIRST INTERVIEW.*

---- DR. JONES IS HIRING TEACHERS FOR THE NEW ELEMENTARY SCHOOL. HE SEES THAT ONE APPLICANT IS CONFINED TO A WHEELCHAIR--AND PUTS THAT APPLICATION ASIDE.

---- THE PRINCIPAL OF SPANISH MOSS HIGH SCHOOL REQUIRES THAT ALL APPLICANTS FOR INTERNSHIPS (FUTURE TEACHERS) MUST ATTACH A RECENT PHOTOGRAPH. HE ALWAYS CASTS ASIDE ANY MALE INTERN APPLICATION WHICH REVEALS LONG HAIR.

---- *THE UNION PRESIDENT IS INTERVIEWING APPLICANTS FOR THE NEXT APPRENTICE CLASS OF PLUMBERS. HE SEES THAT HARTY IS BLACK--AND REJECTS HIM, SAYING,"WE HAVE ALREADY REACHED OUR QUOTA OF BLACKS."*

Think about how it must feel to be rejected for a job because of FIRST IMPRESSIONS which one cannot control or which are unfair. How would it feel to know that you were not considered for a specific job because:

"He's too fat."
"She's too young."
"You can't teach from a wheelchair."
"He has a bad case of acne."
"She has a physical deformity."
"He's too short."
"She's blind."
"He's too old."
"She's a hippy."
"She's certainly not very pretty."

Etc., etc., etc. . . . . .

Give examples of FIRST IMPRESSIONS over which you have no control:

ANSWERS WILL VARY

Give examples of FIRST IMPRESSIONS over which you have control. Use ones that you think should be irrelevant to the job:
(Example: Length of hair for a bank teller's job.)

ANSWERS WILL VARY

DISCUSSION: How are FIRST IMPRESSIONS used to get us to be CONFORMING people rather than NON-CONFORMING or THINKING people?
ANSWERS WILL VARY

Think about advertising for personal grooming products. Does such advertising help us become CONFORMING or THINKING people? ANSWERS WILL VARY

Which would you prefer for yourself and others around you--to be CONFORMING or THINKING persons? ANSWERS WILL VARY

THE NEED TO BE OURSELVES

We need to be ourselves. Think about what you look like and do.
WHAT TELLS YOU WHO YOU REALLY ARE? **ANSWERS WILL VARY**

WHAT COMBINATION OF INGREDIENTS MAKES YOU?
(What makes you unique--different from everyone else?)

ANSWERS WILL VARY

WHAT GREAT CHARACTERISTICS DO YOU HAVE -- AS A PERSON ?

ANSWERS WILL VARY

self-reliant?	intelligent?	practical?
affectionate?	caring?	responsible?
____________	____________	____________
____________	____________	____________
____________	____________	____________

Think about the NEED TO BE OURSELVES by reflecting upon *YOUR* answers to the following: **ANSWERS WILL VARY**

1. Name one thing you believe very strongly which many people don't believe.
2. How long have you believed this?
3. What happened to make you believe this?
4. Do your parents believe it?
   Does your best friend believe it?
   Who else believes this?
5. If they decided it was wrong, would you still believe it?
6. Do you ever get in trouble because you believe it?
7. What is there about this idea that you really like?
8. Do you try to persuade others to believe it?
   Does anyone ever try to get you to change your belief?
9. Does this belief have ANYTHING to do with the way you act when you are around other people?
10. What does your belief have to do with BEING A PERSON--
    a. Conforming b. Thinking c. Non-conforming?

Review Time

1

FIRST IMPRESSIONS

1. The four factors in our notion or understanding of terms are our:

KNOWLEDGE

EXPERIENCE

VALUES

FEELINGS

Think about what you have read about FIRST IMPRESSIONS.
Then, for each statement listed below, Place A in front of the ones with which you agree; Place D in front of the ones with which you disagree.

ANSWERS WILL VARY

____ 2. Beauty is in the eyes of the beholder.

____ 3. First impressions are important.

____ 4. Appearances are important.

____ 5. Clothes make the man.

____ 6. First impressions should be just that--first--with more to follow.

____ 7. Many people assume you are a certain type of person by the way you look.

ANSWERS WILL VARY

____ 8. A little vanity goes a long way.

____ 9. Each individual has complete control of his appearance and the first impressions others have of him.

____ 10. First impressions hardly ever count.

____ 11. Everybody needs a little vanity.

____ 12. First impressions are important to employers.

____ 13. First impressions are lasting.

____ 14. Changing your appearance is as easy as choosing the correct products.

____ 15. Thinking persons may also be non-conforming persons.

Use the correct words to complete each of the following statements:

16. Most people would agree that our ____APPEARANCE____, or the way we look, is important.

17. The feelings someone has when first seeing you are that person's ____FIRST____ ____IMPRESSION____ of you.

18. Sometimes first ____IMPRESSIONS____ can be too important to a person, or even destructive.

19. Most persons' behavior can be classified as *conforming*, ____NON____-____CONFORMING____, or ____THINKING____.

20. Because it is an extreme, ____NEATNESS____ can be destructive, as in the cases of Myra and Rod.

DECISIONS!

There are three fellow students who have just made purchases of personal grooming appliances. Harry bought an electric toothbrush because he was tired of doing it by hand. Myra bought a powerful hair dryer. Dale bought a really neat facial scrubbing machine.

What do these decisions (purchases) say about them?

Their MOTIVES: What motivated them to act in the manner in which they did?

Harry: ____________________

Myra: ANSWERS WILL VARY

Dale: ____________________

Their INTENTIONS or GOALS: What do these actions suggest about their values, and what they think that life is all about?

Harry: ____________________

Myra: ANSWERS WILL VARY

Dale: ____________________

The CONSEQUENCES OF THEIR ACTIONS: What are the consequences of their actions for them as individuals and for all of us as persons living together in a community?

Harry: ____________________

Myra: ANSWERS WILL VARY

Dale: ____________________

CLOTHING

The following words should be considered as the beginnings of sentences. Fill in the rest, according to your own ideas: **ANSWERS WILL VARY**

1. *"Tank tops are for* ______________________________

2. *"Women with lavish fur coats* ______________________________

3. *"Far-out clothing styles are* ______________________________

4. *"Chubby folks and hip-huggers* ______________________________

5. *"White shirts and ties should* ______________________________

6. *"Clothes and personality* ______________________________

Share your completed sentences with the class. Are you over-generalizing? When you write about clothes, does your writing reveal something about you and your view of life? What?

ANSWERS WILL VARY

The following sentences claim to represent TRUTH.
But, you may argue with each sentence and rewrite it to make it TRUER.

ANSWERS WILL VARY

1. *"Clothes make the man."*

2. *"When it comes to clothes, women should always wear clothes which stress their best physical features."*

3. *"If your clothes are too far-out, people are right in rejecting you or in making fun of you behind your back."*

4. *"Clothes should always be worn to fit the occasion."* **ANSWERS WILL VARY**

5. *"Buy quality rather than quantity is the best priciple--even for poor folks who have a lot of bodies to cover, but little money with which to do it."*

ANSWERS WILL VARY

Share your responses to each statement with the class. Discuss the various opinions which will be revealed. Can the class agree on a re-write for each sentence?

ANSWERS WILL VARY

If *"Clothes make the man"*, let's consider a few basic rules for determining the way to dress which is right for *you*.

Ask yourself such questions as:

> *Does this item blend with my personality and emphasize my best qualities?*
>
> *Will I really wear it, or will it become just another item in my closet?*
>
> *Do I really need this item, or am I just buying it to give me a lift?*

Keep in mind the situation. You probably wouldn't want to wear a formal gown to a rock concert. By the same token, you wouldn't want to go for an interview for an office job wearing cut-offs and a t-shirt. People who don't know you're a really neat person can only judge by appearances. If you want to get along well with a conservative banker when you're asking for a loan, it would be a good idea to dress conservatively. If your clothes are too far-out, you might find yourself getting a cold shoulder rather than a warm handshake.

Review Time

2

BEFORE YOU BUY

APPLIANCES
CLOTHING

Complete the following statements by supplying the correct word or words:

1. Four basic types of personal appearance products are:

APPLIANCES

CLOTHING

COSMETICS

SPECIALS

2. Personal appearance APPLIANCES include such items as saunas, shavers, and sun lamps.

3. Factors to consider in the selection of personal care appliances include performance, appearance, versatility, safety, service, WARRANTY and PRICE.

4. A pot of hot water and a towel make a perfectly acceptable home SAUNA.

5. According to the Better Business Bureau, spot reducing by means of effortless exercisers is IMPOSSIBLE.

INDICATE WHETHER YOU AGREE OR DISAGREE WITH EACH STATEMENT. BE READY TO DISCUSS THE REASONS FOR YOUR CHOICES.

AGREE	DISAGREE	
______	______	1. Your individual life style should be a consideration in choosing clothing.
______	______	2. Quantity is more important than quality.
______	______	3. A bargain is always a good buy.
______	______	4. You should consider whether a new piece of clothing will go with the colors of clothing you already have.
______	______	5. National brands are dependable guides to quality.

ANSWERS WILL VARY

~~14~~ D 85

After having read the cosmetics list carefully, answer the following questions:

1. There are 13 types of cosmetics listed.
   How many product types are listed? 82

2. Choose one product type you are familiar with and list several brands or examples of that product:

   ANSWERS WILL VARY

3. What part of the body has the greatest number of products listed?

   SKIN

   Does this mean more of us are unhappy with this part of our appearance?

   ANSWERS WILL VARY

4. List at least 4 things you can do to your skin with skin care products.

   ANSWERS WILL VARY

5. Discuss: *"Personal cleanliness cosmetics (type 10) are the most important cosmetics for someone concerned about his appearance."*

   ANSWERS WILL VARY

6. How much do you already know about grooming products? ANSWERS WILL VARY
   Are you quite knowledgeable, not too well informed, know very little, or care to learn more? ANSWERS WILL VARY
   What do age and sex have to do with your answers? ANSWERS WILL VARY

Review Time

3

BEFORE YOU BUY

COSMETICS SPECIALS

Complete the following statements by supplying the correct word or words:

1. COSMETICS are any of the preparations except soap which we rub, pour, sprinkle or spray on to improve our appearance.

2. Three factors to consider in choosing a cosmetic are:

   INGREDIENTS

   COST

   SAFETY

3. Cosmetics which eliminate the use of known allergins are called HYPO ALLERGENIC cosmetics.

4. The term ORGANIC is properly used for any ingredient made from plant or animal substances which have been raised without the use of hormones, pesticides, or chemical fertilizers.

5. The FDA (Food and Drug Administration) is concerned with the SAFETY of the cosmetic products used in the United States.

True	False	
X		6. Except for differences in fragrances and packaging, most cosmetics are made from basically the same ingredients.
X		7. "Homemade" cosmetics are probably cheaper than commercial products.
	X	8. Foods do not make good cosmetics or cosmetic ingredients.
X		9. "Recipe books" are available for those wishing to make their own cosmetics.

Five (5) special products or programs were discussed in this section of the PAL:

1. Acne Preparations
2. Sun Products
3. Obesity Programs
4. Hair Preparations
5. "New Bodies"

Write the number of the product or program which matches the Consumer Pointers stated below:

3 10. Any gimmick is only as effective as the work it makes YOU do.

2 11. Watch for early warning signs of skin cancer.

4 12. Detergent and water are the active ingredients in these products. You are paying extra for other ingredients which may have little effectiveness.

1 13. Look for effective ingredients such as resorcinol and salicylic acid.

5 14. "Satisfied customers" should be consulted, when possible, before purchasing such an expensive product.

DISCUSS: *WHY do persons use cosmetics and special products?* ANSWERS WILL VARY

What are GOOD REASONS for using cosmetics?

What makes a reason "good"?

4

STOP, LOOK, LISTEN, LEARN

Mothers, teachers and TV stars teach children to *STOP*, *LOOK*, and *LISTEN* before crossing a street or at a railroad crossing. As a consumer of appearance-related products, it is wise not only to *STOP*, *LOOK*, and *LISTEN*, but also to *LEARN* from what we see and hear and from the experiences we and others have with such products.

American consumers are spending more than $10 billion for cosmetic products and more than $30 million for clothing and shoes. Appearances *do* matter to us.

It would seem that the American public spends most of its time washing, cleansing, moisturizing, shaving, deodorizing, brushing, manicuring, shampooing, polishing, sunbathing, and making up its face--if we were to believe all the advertising.

TO USE AND TO BE USED

Make two lists.
First, list all the cosmetics
WHICH YOU USE:

Second, list all the cosmetics which
USE YOU--but first, you might like to
think about what it means to
be used.

ANSWERS WILL VARY

If you have anything in list number two, you might talk about how and why you let yourself be used. If you aren't sure what *letting yourself be used* means, read a little further. Then you may wish to go back and think about list number two again.

Advertising affects us daily.
Cosmetics advertising is the leader in magazine and TV advertising.
What are we being promised?
Is it possible for the product to deliver all it promises?

Can the "right" toothpaste get you a date?

Will a new suit with a celebrity label impress the boss or that special girl?

How long will it take the miracle ingredient in the face cream to rid you forever of all those wrinkles?

The answers are *PROBABLY NOT*, *NOT NECESSARILY*, and *FOREVER*. Such products may do other things for you such as make you feel good about yourself. If that is what you wish to purchase, fine. But LET THE BUYER PREPARE -- *before* the purchase is made, and *before* he is misled. Some of the claims made really are *"too good to be true"*.

TOOTHPASTE

Let's consider one item which many of us purchase--tooth cleansers ("toothpaste").

WHAT DO WE WANT A TOOTH CLEANSER TO DO FOR US? **ANSWERS WILL VARY**
What are our *GOALS* in using such a product?

WHAT ARE THE OPTIONS OPEN TO US if we want to clean our teeth? **ANSWERS WILL VARY**

WHAT POINTS SEEM REASONABLE in selecting a tooth cleanser for your personal use?

ANSWERS WILL VARY

example: price
preparation time

Study tooth cleanser advertisements on TV, radio, and in the printed media. *What do they tell us about WHY we should use a product and HOW we should select the best product to purchase?* ANSWERS WILL VARY

THE WISE CONSUMER

The first ingredient for making *WISE CONSUMER DECISIONS* is the creation of *personal awareness*. Personal awareness involves:

A. Being AWARE of one's personal feelings, beliefs, values, attitudes, and actions;
B. Being ABLE TO EXPLAIN one's own feelings, beliefs, values, attitudes, and actions;
C. Being ABLE TO EVALUATE AND JUSTIFY one's personal feelings, beliefs, values, attitudes, and actions; and
D. Being ABLE TO ACT UPON carefully thought-out decisions.

We have looked at a lot of personal grooming items and decisions in America. We have studied Conforming Persons, Non-conforming Persons, and **Independent Persons**.

In 1972 a sociologist, Lewis Yablonsky, wrote a book about ROBOPATHS. In his book, Yablonsky argued that robopaths are machine-like people that act like robots. The features of robopaths are :

Conformity	To them, conformity is a virtue. Look alike. Think alike. Act alike. Anything new or independent is seen as strange or threatening.
Image-Making	To them, actions are done to create an impression or an image--a correct and proper image. It is more important to look like a good student than to be one. It is more important to look good than to be good.
Other-Directed	To them, what is good, true, and beautiful depends upon what others in their group think. They are not inner-directed, thinking things through for themselves.

Discuss the following:

"The advertising for, and emphasis upon, cosmetics and personal grooming in America tend *to make us into* ROBOPATHS *rather than* Independent Persons."

"The real issue in America is NOT whether cosmetics and personal grooming items are safe, but whether INDEPENDENT PERSONS should be so pre-occupied with matters of vanity, beauty, and personal appearance."

ANSWERS WILL VARY

Review Time

4

STOP, LOOK, LISTEN, LEARN

Indicate whether you AGREE or DISAGREE with each of the following statements:

AGREE	DISAGREE	
____	____	1. A wise consumer of personal grooming products knows why he makes the product choices he does.
____	____	2. "Personal Grooming" advertising misleads consumers to expect too much from grooming products.
____	____	3. A cosmetic which costs more is worth more -- "You get what you pay for."
____	____	4. Advertising of personal grooming aids can be a good source of information on new products.
____	____	5. The wise consumer of personal grooming aids remembers to: STOP before buying too quickly LOOK at claims and ingredient labels LISTEN to advertising claims and "satisfied customers" LEARN from experience--of others as well as his own

ANSWERS WILL VARY

Review Time

5 SOMEBODY CARES

Complete the following statements with the correct word or words:

1. The safety of the personal grooming products we use today is regulated by both the Federal GOVERNMENT and the MANUFACTURER which produces the product.

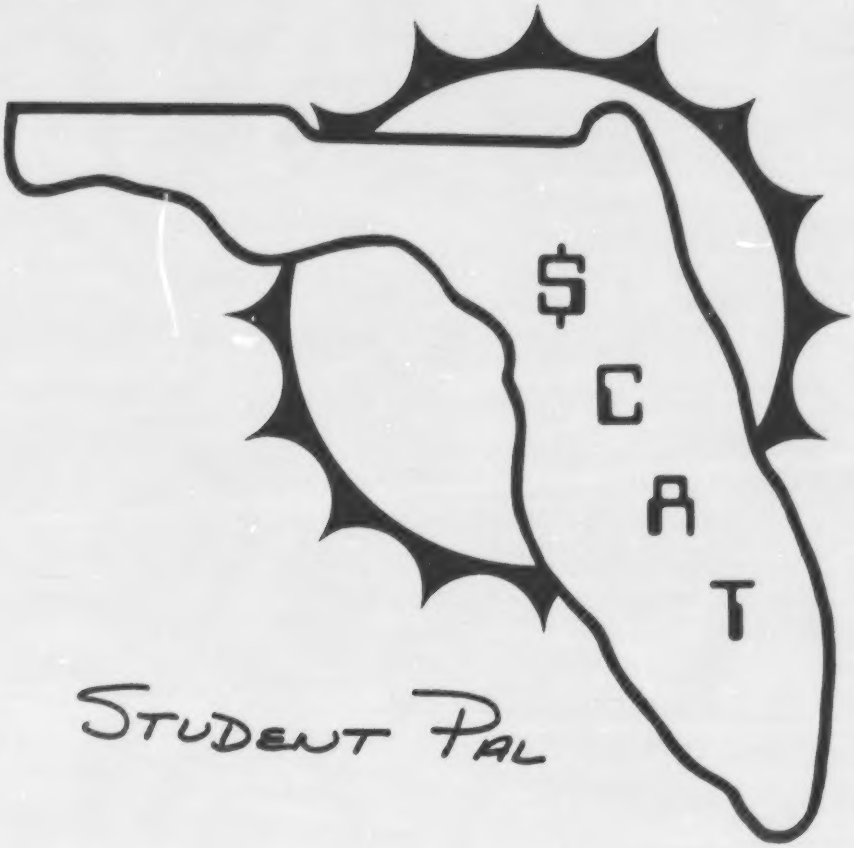
2. The four Federal regulations or acts which offer consumer protection to the personal grooming products consumer are:

   THE FEDERAL FOOD, DRUG, AND COSMETIC ACT
   THE FAIR PACKAGING AND LABELING ACT
   THE FEDERAL TRADE COMMISSION ACT
   THE HAZARDOUS SUBSTANCES ACT

3. The two R's of the consumer are his RIGHTS which are protected by others, and the RESPONSIBILITIES he has to himself and others.

4. The two Federal agencies to be contacted in the case of a grooming device which did not produce any of its promised benefits to the consumer who ordered the product from a mail-order company are

   THE FEDERAL TRADE COMMISSION
   THE U.S. POSTAL SERVICE



STUDENT PAL

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REPRODUCE THIS ORIGINAL COPY FOR USE
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HEALTH SERIES
PERSONAL GROOMING

LET'S

FACE IT!

SKILLS For Consumers Applied Today

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Be it known that this consumer education instructional unit has not been endorsed by either the Florida Department of Education or the United States Office of Education; and that the points of view or opinions expressed do not necessarily represent the official policy of these agencies.

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140 95

WELCOME to this PAL*, a consumer resource booklet. The two characters shown on this page are the Hazzards -- Ms. Happ and Happ Hazzard. You will find them in many of the illustrations used throughout this booklet.

Important information is divided into chapters or sections. Each section begins with a title page and includes:

PASSWORDS which give the special meanings for the words used in that section.

REVIEW TIME exercises to determine what you have learned.

Have fun, study hard, and become a conscientious consumer.

*PAL: Packaged Activities for Learning

Users of the consumer skills presented in this resource booklet come in both genders, female and male. The text and dialogues sometimes say "he," sometimes "she," sometimes "you," sometimes "the person." Please feel free to substitute the feminine for the masculine pronoun, and vice versa, any time it is appropriate to your situation.

"Beauty is in the eyes of the beholder"

"You are what you eat"

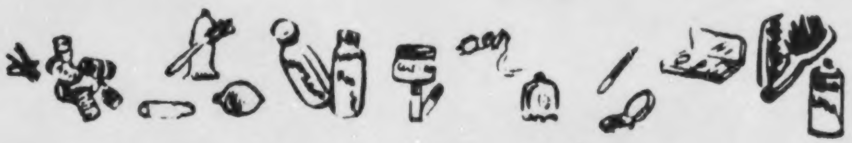
"Beauty is only skin deep"

"There's a sucker born every minute"

YOU are probably familiar with all of the above statements. They all apply to the contents of this LET'S FACE IT PAL* you are now holding.

AFTER you have completed the activities in this PAL, you should be familiar with:

1. THE IMPORTANCE OF PERSONAL APPEARANCE
2. THE VALUE IN EXAMINING PRODUCT CLAIMS CAREFULLY
3. WISE CONSUMER GUIDES IN THE PURCHASE AND USE OF PERSONAL APPEARANCE APPLIANCES
4. WISE CONSUMER GUIDES IN THE PURCHASE OF CLOTHING
5. WISE CONSUMER GUIDES IN THE PURCHASE AND USE OF COSMETICS
6. WISE CONSUMER GUIDES IN THE PURCHASE AND USE OF SPECIAL PROGRAMS AND PREPARATIONS
7. METHODS FOR MAKING "HOMEMADE" COSMETICS
8. ACTIVITIES OF THE FDA AND THE FTC IN THE COSMETIC AND BEAUTY FIELDS



*PAL: Packaged Activities for Learning

General appearance and grooming are statements about ourselves. Consciously or unconsciously, we make a statement about ourselves by the way we look.

Being able to *"see yourself"*, *"see yourself as others see you"*, and *"feel good or comfortable about yourself"* do not just happen. Awareness, action, and feelings play important roles.

HOW you feel about personal appearance or good grooming can be reflected in such statements as:

"YOU CAN TELL A LOT ABOUT A PERSON BY THE WAY HE LOOKS."

"MOST OF MY FRIENDS CARE ABOUT HOW THEY LOOK."

"PEOPLE WHO DON'T CARE ABOUT THEIR LOOKS DON'T CARE MUCH ABOUT THEMSELVES."

"THE WAY I LOOK OR THE CLOTHES I WEAR ARE NOT THE REAL ME."

"ADULTS ARE MORE INTERESTED IN GOOD GROOMING THAN MY AGE GROUP."

"SOMEONE WHO ISN'T CLEAN OR WELL GROOMED IS NOT FUN TO BE AROUND."

"MOST PEOPLE SPEND TOO MUCH TIME ON GROOMING."

"I'M TOO BUSY WITH IMPORTANT THINGS TO SPEND THAT MUCH TIME ON MY BODY."

"NEW GROOMING IDEAS AND NEW STYLES ARE IMPORTANT."

"OTHER PEOPLE ARE MORE INTERESTED IN GOOD GROOMING THAN I AM."

Think about each of the statements. How much do you agree or disagree with each? Why?

Factors which affect one's personal appearance might include:

Physical Traits
Values
Self-Concept
Social Norms
Peer Group
Grooming Skills
Personal Care Products
Fashion Trends
Employability

Think about each factor:

Physical traits include those features over which you may have little control--you were born with them. You can, however, learn to emphasize your best and de-emphasize those features you would rather not have others notice.

Values influence everything we do, whether we think about it or not. Choices must be made in grooming as in all other areas of our lives.

Self-concept changes and often we do not see ourselves as others see us. Should we?

Social norms or the accepted way of doing things where we live can control us. We decide to conform, not conform, or base our actions on other factors as well.

Peer group values and actions often control the way we think, act, or look. What "they" think is more important than forming our own opinion.

Grooming skills vary. We learn to do things better through practice and become more independent.

Personal care products are designed to enhance our appearance. The careful consumer does not let such products control him.

Fashion trends cause us to wear something today we might not "have been caught dead" in last year.

Employability--the need to qualify for a job often causes persons to change their appearance.

Look at the list again. Think of how important each factor is to you. Then number the items, using "1" as the most important factor, and "9" as the least important to YOU.

Let's not forget one other important factor in our feelings about personal appearance, especially the way others may see us. *Advertising* can make us wonder if we can ever look our best and feel confident. Think of examples of advertising based on the desire to not offend--toothpastes, mouthwashes, deodorants, etc., etc.

"CLEANLINESS IS NEXT TO GODLINESS" is probably a good place to begin. Being fresh and neat from head to toe can do much to rid us of nagging worries. Then we can worry about our nails, dandruff on our shoulders, complexion problems, etc.

CLEAN BILL OF

SCHEDULING grooming activities becomes a part of the modern consumer's over-all scheduling of his busy life. Match the items listed below with a suggested scheduling from the second column.

_____ *BATH or SHOWER*

_____ *BRUSH TEETH*

_____ *COMB/BRUSH HAIR*

_____ *DENTAL CHECK-UP*

_____ *DENTAL FLOSS*

_____ *DEODORANT/ANTIPERSPIRANT*

_____ *MANICURE*

_____ *PEDICURE*

_____ *PHYSICAL CHECK-UP*

_____ *SHAMPOO HAIR*

_____ *WASH HANDS*

1. *At least once a week*
2. *Daily*
3. *Every six months*
4. *Morning, night, after meals or snacks*
5. *Often*
6. *Once a week*
7. *Once a year*
8. *Several times a day*

We have all heard and used the word *BEAUTY*.
What differences are there in the meanings of two terms?
Use your dictionary:

BEAUTY: ____

PERSONAL ATTRACTIVENESS: ______________________________

We each have developed a concept of **BEAUTY**. Where and how did we learn our notion of **BEAUTY** ? What are **BEAUTIFUL** people? What makes a person **BEAUTIFUL** ? Think about your own notion of **BEAUTY**:

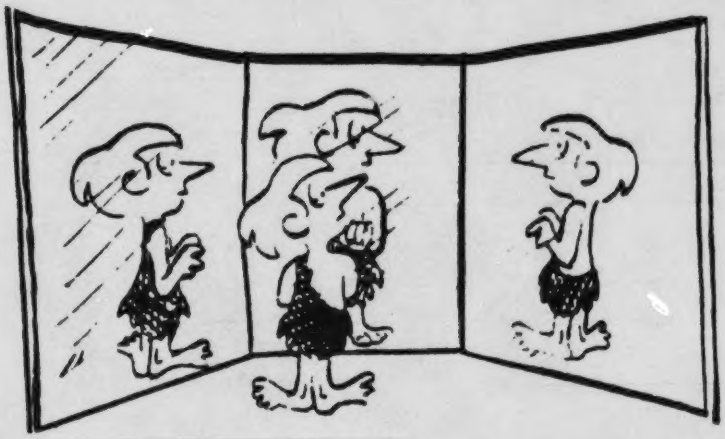
KNOWLEDGE: (What I learned about Beauty from others)

EXPERIENCE: (What I learned about Beauty for myself)

VALUES: (My preferences about Beauty)

FEELINGS: (My emotional reaction to things and persons Beautiful)

A THREE-DIMENSIONAL SELF-PORTRAIT



Answer the following questions thoughtfully. You will NOT have to share your "portrait" with others. This is for YOU.

Dimension 1: Appearance

Age

Height

Sex

Weight

General Appearance (neat, sloppy, freckles, etc....)

Dimension 2: Background

Schools I have attended:

Favorite subjects:

Poorest subjects:

Extracurricular activities: ______________________________
____
____

Ethnic background: ______________________________

Amusements, hobbies: ______________________________
____
____

Geographic background: ______________________________
____

Dimension 3: Ideas

Temperment: (easy-going, optimistic, etc.) ____________________________
____

Frustrations: __________________________
____

Things I am good at ______________________ __________________
____

Things I would like to do better _______________ ____________________
____

Things I like about myself _________________ ____________________
____

Draw a picture or make a collage of your best features.

ROD AND MYRA: NEAT PERSONS!

MYRA WAS ALWAYS COMBING HER HAIR, LOOKING IN THE MIRROR IN HER PURSE, AND ADJUSTING HER CLOTHES. IN THE LUNCH LINE, BEFORE CLASS, TOWARD THE END OF CLASS....YOU NAME IT AND MYRA WAS GROOMING HERSELF. SHE LOOKED LIKE A COVERGIRL, AND ASPIRED TO BE A MODEL.

EVERY HAIR IN ITS PLACE! ROD WAS COMBING HIS HAIR, CHECKING IN THE MIRROR BETWEEN CLASSES, AND PICKING LINT OFF HIS CLOTHES. HE WAS A NEAT FELLOW. HE ALWAYS SEEMED TO HAVE A NEW OUTFIT AND WAS ALWAYS DRESSED JUST RIGHT FOR THE OCCASION. HAIR SPRAYED, TIE STRAIGHT, PANTS CREASED, SHIRT PRESSED, ETC. ROD REFUSED TO DO MANY THINGS AT SCHOOL OR AFTER SCHOOL SINCE HE DIDN'T WANT TO "GET MESSED UP".

1. What did Rod and Myra do?
   What reasons do you think they had for their actions?

2. What does all of this let you know about them?

3. Have you ever done similar things? Why?
   What did your actions tell you about yourself?
   Are you satisfied with that message about yourself?

TED, ALICE, BOB AND CAROL: WORRISOME PERSONS

Alice first became aware of her straight hair in the tenth grade. Everyone seemed to admire curly hair, and hers was as straight as a rail. She kept it clean and shiny, brushed and combed. But it was--after all--straight. Alice worried about this, but she couldn't afford permanent waves and fancy beauty treatments.

MUSCLES? OH, MY. BOB LOOKED DOWN AT HIS ARMS. STRAIGHT AS ARROWS. FOR A TENTH GRADE STUDENT, HIS BICEPS LOOKED LIKE CHESTNUTS. HIS FOREARMS LOOKED LIKE TWIGS--TO HIM. HE WORRIED ABOUT THIS AND WAS CAREFUL TO WEAR SHIRTS WITH LONG SLEEVES. THIS WEEK BOB STARTED TO DO PUSH-UPS EACH MORNING BEFORE STARTING OUT FOR SCHOOL.

Not again. Carol was about to receive another outfit from her older sister! Each year, another wardrobe came down to her. Heirlooms were one thing, but--even though the family had limited income--Carol was very conscious of wearing her sister's clothes. Everyone MUST know that her clothes were on her sister last year! She was sure glad she didn't have an older brother!! Recently, concerns about her clothes had affected Carol's attitude toward attending school. She didn't want to go--"I'll be glad when I get a job and can buy my own clothes," she thought.

TED APPEARED JOLLY TO OTHERS. BUT HE WORRIED ABOUT BEING WHAT HIS MOTHER CALLED "CHUBBY". IN SCHOOL HE LAUGHED A LOT--OFTEN AT HIMSELF. HE WAS THE LAST DRESSED OUT FOR GYM CLASS. HE TRIED TO SIT IN THE BACK OF THE CLASSROOM. HE WANTED CLOTHES JUST LIKE EVERYONE ELSE WORE. TED FOUND HIMSELF DREAMING A LOT LATELY--WISHING HE WAS SOMEONE ELSE. BUT HE NEVER KNEW WHAT HE WAS.

1. What do Ted, Bob, Carol and Alice have in common?
   What effect does what they share have upon them as persons?

2. What does VANITY mean?

3. Are Ted, Bob, Carol and Alice vain?
   Are they absorbed in SELF?

4. How might vanity be DESTRUCTIVE to a person?

There seem to be three styles of persons:

The CONFORMING Person:

This person has gone through a process which makes him think that it is important to act on the basis of what other persons or groups think is important. Others guide his appearance, actions, feelings, values, etc.

The NON-CONFORMING Person:

This person acts in ways which violate the usual way of doing things in society. He hears a different drummer--often joining a group which is non-conformist (e.g., hippies, a rural commune, etc.). Sometimes the non-conformist simply rejects the ways of the main society and follows another group.

The THINKING Person:

This person forms his own judgments and acts on the basis of what seems important to him. Sometimes this person may look like he is doing what everyone else is doing. The difference is that the thinking person has thought through the situation and has made an independent judgment. He is not doing something just because others are doing it or because the TV said to do it!

Here is a continuum, from one "extreme" to the other "extreme":

CONFORMING . . . . .THINKING . . . . .NON-CONFORMING

←——————————————————————————————————————→

Where would you place TED?
Where would you place ALICE?
Where would you place CAROL?
Where would you place BOB?
Where would you place YOURSELF???

Which style of PERSON is best, in your judgment? Why?

WHAT DO STYLES OF PERSONS have to do with us?

With our conception of BEAUTY?

With our conception of PERSONAL GROOMING?

1
FIRST IMPRESSIONS

DICTIONARY

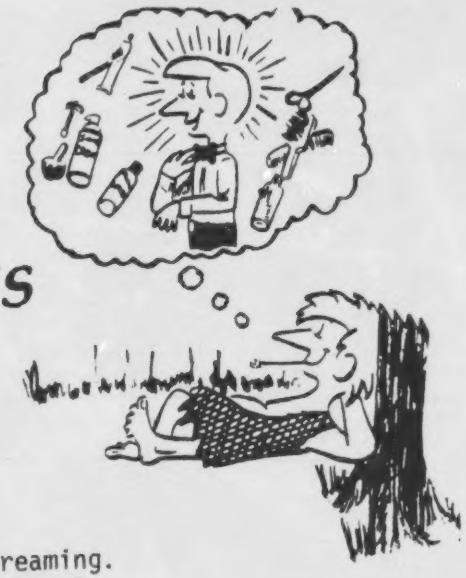
passwords ...

1 FIRST IMPRESSIONS

APPEARANCE	*Looks; impression*
ASSUMPTION	*Take for granted*
CHARACTERISTIC	*A quality or distinguishing feature*
CONSEQUENCES	*Results*
FIRST IMPRESSIONS	*Feelings others get about you when first seeing you*
FLEXIBILITY	*Easily adapted or changed*
IMPRESSION	*Feeling*
INITIAL	*First; beginning*
TEND	*Are likely to*
VANITY	*Having or showing excessive pride in one's appearance*

Ready to Move On ?

Do You Know the Passwords ?



1

FIRST IMPRESSIONS

Happ can improve his appearance by simply day-dreaming. How simple life would be if it were really that simple.

Beauty .... **Strength** .... **Popularity**

But the fact is, these characteristics can't be patted, rubbed or brushed on--or even taken as a miracle pill.

Appearances ARE important. Sometimes extremely so.
How about meeting a date for the first time?
Applying for that all-important job?

We all tend to judge others by their appearance. First impressions--the feelings others get about you when first seeing you--often count. Most of us tend to judge a person by appearance, at least during the initial meeting. If you don't believe this is true, try this experiment:

WALK INTO A LOCAL DEPARTMENT STORE DURING PEAK BUYING HOURS DRESSED IN YOUR OLDEST, MOST DISRESPECTFUL CLOTHES. SHOP AROUND IN ONE OF THE MORE EXPENSIVE DEPARTMENTS--SAY FURNITURE OR FINE JEWELRY. NOTE THE ATTENTION YOU GET FROM THE CLERKS ON DUTY.

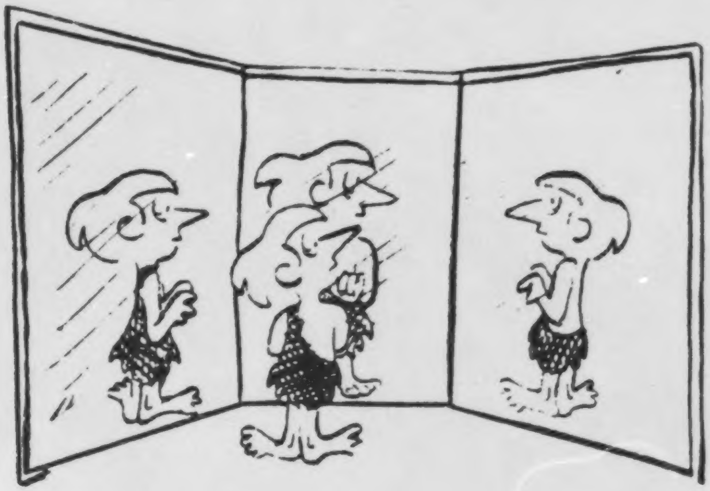
WALK INTO THE SAME STORE THE NEXT DAY DRESSED IN YOUR MOST IMPRESSIVE CLOTHING. ARE YOU GIVEN BETTER SERVICE? IF YOU ARE, IT IS PROBABLY BECAUSE YOU HAVE PRESENTED A PROSPEROUS, RESPECTABLE APPEARANCE AND THE CLERK HAS MADE THE ASSUMPTION *THAT YOU ARE READY AND ABLE TO BUY.*

The assumptions made upon first impressions may not be accurate, but the person involved is treated according to such impressions, nonetheless.

Try another example:

> *IF YOU WERE TO SEE AN INDIVIDUAL WEARING A BLUE UNIFORM WITH A BADGE AND A GUN, YOU WOULD PROBABLY ASSUME THAT PERSON TO BE A LAW ENFORCEMENT OFFICER.*
>
> Right? Why? -- Because of his **APPEARANCE!!**

Unfortunately, first impressions are often lasting. If you want to make a good impression on anyone--from a date's parents to a prospective employer--make an effort to look your best. At such times first impressions are all-important although we would probably all agree that to really evaluate a person we must know more than we learn at first glance.



What are the factors of first impressions? Some of the items which come to mind are:

- Clothing
- Hair
- Skin color
- Body build
- Physical handicaps
- Walk

No one has more control over these items than YOU. You are in at least some control of the way you look to others. Luckily, we live in a time when styles are varied and more types of clothing and hair styles are acceptable. Individuals have much more flexibility in styles than every before.

As a consumer you will be a purchaser, a wearer, a user.
In the following sections we will look at ways you can be a wiser, more informed consumer of products which could affect your personal appearance.

SHOULD First Impressions Count ?

Let's assume that your high school class is holding an election to select a class president. Order the following "features" in their order of importance in selecting a president.

_____ the most popular student
_____ the brightest person (highest grades)
_____ the best-dressed person
_____ the best looking person
_____ the most athletic person

WHO DO YOU THINK WILL WIN? WHY?

Let's assume that you are an employer. Select ten jobs from the following list for which FIRST IMPRESSIONS are, or may be, important.

actor
Army general
babysitter
bag boy
bank teller
barber
bartender
bat boy
bricklayer
bus driver
cafeteria helper
car mechanic
car wash attendant
cook
construction flagman
diplomat
doctor
elevator operator
fisherman
flower vendor
fruit peddler
fruit picker
golfer (pro)
hair dresser
house painter
janitor
jockey
lawyer
librarian
loan shark
lumberjack
medicine man
merchant
migrant worker
mother
night clerk
nurse
paper boy
pilot
policeman
preacher
priest
principal of a school
professor
rabbi
ranch hand
scientist
secretary
security guard (night watch)
sewer worker
sharecropper
stewardess
teacher (elementary school)
ticket taker
train engineer

Why are FIRST IMPRESSIONS important for the jobs you selected?

> Dealing with FIRST IMPRESSIONS may be like judging a book
> by its cover--Fancy covers often hide dull words.
> Dirty, worn covers often hold together great wisdom.

If you were hiring a road crew flagman, which FIRST IMPRESSIONS might make sense? Which first impressions wouldn't make sense?

sex? ____ race? ____ strength? ____ dress? ____
age? ____ health?____ hair? ____ cleanliness? ____

If you were hiring a bank teller, what FIRST IMPRESSIONS might make sense? Which would not?

____________ ____________ ____________
____________ ____________ ____________
____________ ____________ ____________

If you were hiring a bag boy at a supermarket, which FIRST IMPRESSIONS make sense? Which would not?

____________ ____________ ____________
____________ ____________ ____________
____________ ____________ ____________

HOW MIGHT FIRST IMPRESSIONS BE DESTRUCTIVE?

---- *THREE YOUNG GRADUATES OF SECRETARIAL SCHOOL ARE WAITING IN THE BANK'S OUTER OFFICE FOR AN INTERVIEW. THE EMPLOYER POKES HIS HEAD OUT THE DOOR, LOOKS AROUND, AND CALLS THE MOST ATTRACTIVE "LITTLE THING" IN FOR THE FIRST INTERVIEW.*

---- DR. JONES IS HIRING TEACHERS FOR THE NEW ELEMENTARY SCHOOL. HE SEES THAT ONE APPLICANT IS CONFINED TO A WHEELCHAIR--AND PUTS THAT APPLICATION ASIDE.

---- THE PRINCIPAL OF SPANISH MOSS HIGH SCHOOL REQUIRES THAT ALL APPLICANTS FOR INTERNSHIPS (FUTURE TEACHERS) MUST ATTACH A RECENT PHOTOGRAPH. HE ALWAYS CASTS ASIDE ANY MALE INTERN APPLICATION WHICH REVEALS LONG HAIR.

---- *THE UNION PRESIDENT IS INTERVIEWING APPLICANTS FOR THE NEXT APPRENTICE CLASS OF PLUMBERS. HE SEES THAT HARTY IS BLACK--AND REJECTS HIM, SAYING,"WE HAVE ALREADY REACHED OUR QUOTA OF BLACKS."*

Think about how it must feel to be rejected for a job because of FIRST IMPRESSIONS which one cannot control or which are unfair. How would it feel to know that you were not considered for a specific job because:

"He's too fat."	*"He's too short."*
"She's too young."	*"She's blind."*
"You can't teach from a wheelchair."	*"He's too old."*
"He has a bad case of acne."	*"She's a hippy."*
"She has a physical deformity."	*"She's certainly not very pretty."*

Etc., etc., etc. . . . . .

Give examples of FIRST IMPRESSIONS over which you have no control:

Give examples of FIRST IMPRESSIONS over which you have control. Use ones that you think should be irrelevant to the job:
(Example: Length of hair for a bank teller's job.)

DISCUSSION:

How are FIRST IMPRESSIONS used to get us to be CONFORMING people rather than NON-CONFORMING or THINKING people?

Think about advertising for personal grooming products. Does such advertising help us become CONFORMING or THINKING people?

Which would you prefer for yourself and others around you--to be CONFORMING or THINKING persons?

THE NEED TO BE OURSELVES

We need to be ourselves. Think about what you look like and do.
WHAT TELLS YOU WHO YOU REALLY ARE?

WHAT COMBINATION OF INGREDIENTS MAKES YOU?
(What makes you unique--different from everyone else?)

WHAT GREAT CHARACTERISTICS DO YOU HAVE -- AS A PERSON ?

self-reliant?
affectionate?

intelligent?
caring?

practical?
responsible?

Think about the NEED TO BE OURSELVES by reflecting upon *YOUR* answers to the following:

1. Name one thing you believe very strongly which many people don't believe.
2. How long have you believed this?
3. What happened to make you believe this?
4. Do your parents believe it?
   Does your best friend believe it?
   Who else believes this?
5. If they decided it was wrong, would you still believe it?
6. Do you ever get in trouble because you believe it?
7. What is there about this idea that you really like?
8. Do you try to persuade others to believe it?
   Does anyone ever try to get you to change your belief?
9. Does this belief have ANYTHING to do with the way you act when you are around other people?
10. What does your belief have to do with BEING A PERSON--
    a. Conforming b. Thinking c. Non-conforming?

Review Time

1

FIRST IMPRESSIONS

1. The four factors in our notion or understanding of terms are our:

____

____

____

____

Think about what you have read about FIRST IMPRESSIONS.
Then, for each statement listed below, Place A in front of the ones with which you agree; Place D in front of the ones with which you disagree.

____ 2. Beauty is in the eyes of the beholder.

____ 3. First impressions are important.

____ 4. Appearances are important.

____ 5. Clothes make the man.

____ 6. First impressions should be just that--first--with more to follow.

____ 7. Many people assume you are a certain type of person by the way you look.

____ 8. A little vanity goes a long way.

____ 9. Each individual has complete control of his appearance and the first impressions others have of him.

____ 10. First impressions hardly ever count.

____ 11. Everybody needs a little vanity.

____ 12. First impressions are important to employers.

____ 13. First impressions are lasting.

____ 14. Changing your appearance is as easy as choosing the correct products.

____ 15. Thinking persons may also be non-conforming persons.

Use the correct words to complete each of the following statements:

16. Most people would agree that our ____________________, or the way we look, is important.

17. The feelings someone has when first seeing you are that person's ______________ ________________ of you.

18. Sometimes first ______________ can be too important to a person, or even destructive.

19. Most persons' behavior can be classified as *conforming*, __________-________________, or ____________________.

20. Because it is an extreme, ________________ can be destructive, as in the cases of Myra and Rod.

2

BEFORE YOU BUY

APPLIANCES
CLOTHING

DICTIONARY

passwords ...

2

BEFORE YOU BUY

APPLIANCES
CLOTHING

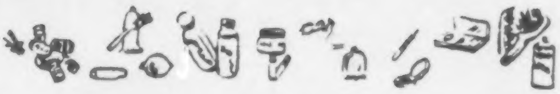
ACCESSORIES	*Items used to complete a costume*
APPLIANCES	*Grooming devices*
BASIC	*Of simple design and color*
CONSERVATIVE	*A person not inclined to change*
COORDINATE	*Go together*
COSMETICS	*Anything we rub, pour, sprinkle, or spray on our bodies to improve our appearance*
GROOMING	*Personal appearance*
LIFE STYLE	*The way one lives based on individual values and goals*
MINIMIZE	*Make less*
PERSONAL APPEARANCE PRODUCTS	*Those products used in grooming or improving one's appearance*
POSITIVE	*Good*

QUALITY	*Value*
QUANTITY	*Amount; number*
REALITY	*The way things really are as opposed to what they seem or one wishes them to be*
WARRANTY	*Guarantee; promise*

Ready to Move On ?

Do You Know the Passwords ?

120



B-4 U BUY

APPLIANCES
CLOTHING

Millions of Americans use millions of products daily in an effort to look young, different, better, or just "natural". To achieve these goals we consumers use four major types of products--appliances and clothing; cosmetics and specials:

APPLIANCES - from hair dryers to sauna-massagers

CLOTHING - the things we wear

COSMETICS - anything we can rub, pour, sprinkle or spray on our bodies beautiful

SPECIALIZED PRODUCTS & PROGRAMS - from bust developers to acne preparations to weight-loss products or plans

In each of these areas we'll examine the pros and cons, the safety factors to be aware of, and develop guidelines for your use.

Let's look first at *APPLIANCES* and *CLOTHING.*

APPLIANCES

Personal appearance appliances include such devices as:

Facial mist appliances
Shavers & clippers
Oral water appliances
Manicure sets

Electric combs & brushes
Electric irons
Hair dryers

Belt massagers
Exercise bicycles
Portable steam baths
Roller massagers
Rowing machines
Sauna baths
Slant boards

Hand massagers
Heat lamps
Sun lamps
Whirlpool baths

Electric clothes brushes
Electric shoe polishers

The array of choices seems endless. With so many types and models of personal care appliances available, the consumer who has made a decision to buy needs to know HOW TO BUY.

Individual *VALUES, GOALS, NEEDS, WANTS, LIFE STYLE, AVAILABLE SPACE,* and *FUNDS* are among the factors to consider in buying personal care appliances. What is a necessity for one person may not be a necessity for another.

When you have read all the ads, watched the TV commercials, and decided that you absolutely MUST have the newest Manicure-Pedicure-Facial Massager, you need to know *HOW TO BUY* the *right* Manicure-Pedicure-Facial Massager for YOU.

Factors to consider in the selection of personal care appliances include *performance, appearance, versatility, safety, service, warranty* and *price:*

PERFORMANCE:	*How well will the appliance work?*
APPEARANCE:	*Does it appear well-made; attractive?*
VERSATILITY:	*Can it perform more than one service?*
SAFETY:	*Will it be safe to use in the circumstances for which it is designed?*
SERVICE:	*Is service or repair available?*
WARRANTY:	*What does the warranty (guarantee) say?*
PRICE:	*Is it reasonably priced?*

Two appliances about which there are often serious questions are SAUNA and WEIGHT-REDUCING devices:

> The warm, moist heat of a sauna loosens the skin's top dried layer so that it can be removed, melts clogged-up oil in pores, stimulates circulation, and provides a lot of water for the skin. This is all good, but - -
>
> > An electric facial sauna is available in a wide price range-- $8 - $300. Just as efficient is the sauna devised at home with a pot of hot water and a towel.
>
> You've seen the ads proclaiming the wonderful exercise and weight-reducing gadgets. There are belts to "melt inches from your waist"; wrap-around garments "guaranteed to take 3 inches off your waist, stomach, hips and thighs in just 3 days"; inflatable clothing promising to "reduce your waistline up to 4 inches in 5 days or your money back"; vibrators that "tone" your sagging stomach muscles, etc., etc., etc.
>
> > According to the Better Business Bureau, however, "spot reducing" with "effortless exercisers" is absolutely impossible.

DECISIONS!

There are three fellow students who have just made purchases of personal grooming appliances. Harry bought an electric toothbrush because he was tired of doing it by hand. Myra bought a powerful hair dryer. Dale bought a really neat facial scrubbing machine.

What do these decisions (purchases) say about them?

Their MOTIVES: What motivated them to act in the manner in which they did?

Harry: ______________________________

Myra: ______________________________

Dale: ______________________________

Their INTENTIONS or GOALS: What do these actions suggest about their values, and what they think that life is all about?

Harry: ______________________________

Myra: ______________________________

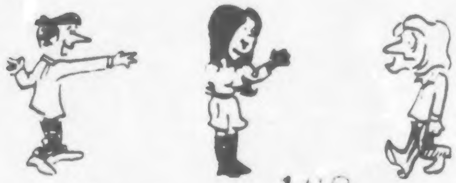
Dale: ______________________________

The CONSEQUENCES OF THEIR ACTIONS: What are the consequences of their actions for them as individuals and for all of us as persons living together in a community?

Harry: ______________________________

Myra: ______________________________

Dale: ______________________________



CLOTHING

The following words should be considered as the beginnings of sentences. Fill in the rest, according to your own ideas:

1. *"Tank tops are for* ________________________________
2. *"Women with lavish fur coats* ____________________________
3. *"Far-out clothing styles are* ____________________________
4. *"Chubby folks and hip-huggers* ___________________________
5. *"White shirts and ties should* ___________________________
6. *"Clothes and personality* ______________________________

Share your completed sentences with the class. Are you over-generalizing? When you write about clothes, does your writing reveal something about you and your view of life? What?

The following sentences claim to represent TRUTH. But, you may argue with each sentence and rewrite it to make it TRUER.

1. *"Clothes make the man."*
2. *"When it comes to clothes, women should always wear clothes which stress their best physical features."*
3. *"If your clothes are too far-out, people are right in rejecting you or in making fun of you behind your back."*

4. *"Clothes should always be* **worn** *to fit the occasion."*

5. *"Buy quality rather than quantity is the best priciple--even for poor folks who have a lot of bodies to cover, but little money with which to do it."*

Share your responses to each statement with the class. Discuss the various opinions which will be revealed. Can the class agree on a re-write for each sentence?

If *"Clothes make the man"*, let's consider a few basic rules for determining the way to dress which is right for *you.*

Ask yourself such questions as:

> *Does this item blend with my personality and emphasize my best qualities?*
>
> *Will I really wear it, or will it become just another item in my closet?*
>
> *Do I really need this item, or am I just buying it to give me a lift?*

Keep in mind the situation. You probably wouldn't want to wear a formal gown to a rock concert. By the same token, you wouldn't want to go for an interview for an office job wearing cut-offs and a t-shirt. People who don't know you're a really neat person can only judge by appearances. If you want to get along well with a conservative banker when you're asking for a loan, it would be a good idea to dress conservatively. If your clothes are too far-out, you might find yourself getting a cold shoulder rather than a warm handshake.

When you choose your wardrobe, let reality, not wishful thinking, be your guide. What looks great on another person may be a disaster on you. Try to select clothes that fit your own special characteristics and compliment your personality.

"Know thyself" is a famous saying that holds a lot of truth for each of us. Take a good look at your build and be honest. If you're too heavy for those straight, tight jeans, skip them. If you're too thin for the latest tank top, forget it.

Look for clothes that accent your positive features. Choose items to minimize your not-so-pleasing features.

BUY- LINES:

CONSIDER YOUR NEEDS.

Does your life style require clothes for school, work, leisure, etc.?
Make a list of how you spend your time and the type of clothes required for each activity.

ARRANGE YOUR NEEDS.

That $40 swimsuit may be a good investment if you plan to spend a lot of time at the beach or in the pool. If you are working in an office every day with little chance for swimming, a purchase of something to wear in the office may be smarter.

CONSIDER CLIMATE.

Most areas require different wardrobes for winter and summer.
Don't blow all your clothing budget on that leather coat if you're going to have to shortchange yourself on summer needs.

BUY QUALITY RATHER THAN QUANTITY.

A few good purchases will last longer and save you money.

SHOP SALES!

Many good bargains can be found at pre-season and end-of-season sales.
BUT--don't buy something you don't need just because it's cheap. Nothing is a bargain if you can't use it.

COORDINATE COLORS.

Try to buy colors that will fit into your present wardrobe so you won't have to purchase all new accessories.

CONSIDER CARE.

If you buy something that must be dry cleaned, add that cost to the initial purchase price.
If you hate to iron, look for "no iron" synthetic fabrics.

CHOOSE BASIC.

Unless you have lots of money for clothing, try to stick to basic styles that look well on you and will not be out of style in a few months.
"Fad" items like platform shoes and "foxy" t-shirts are fun if you can afford to take the chance that what's "in" today may be "out" tomorrow.

EVALUATE BRANDS.

Name brands may often be a guide to getting quality clothes. This may be true especially if the particular brand has given you satisfaction in the past. However, don't get "hooked" and pay for a name rather than quality. Comparison-shop by checking workmanship and quality. You may find some good buys in "non-name" items.

Review Time

2 BEFORE YOU BUY

APPLIANCES
CLOTHING

Complete the following statements by supplying the correct word or words:

1. Four basic types of personal appearance products are:

   ____

   ____

   ____

   ____

2. Personal appearance ________________ include such items as saunas, shavers, and sun lamps.

3. Factors to consider in the selection of personal care appliances include performance, appearance, versatility, safety, service, ____________ and ________________.

4. A pot of hot water and a towel make a perfectly acceptable home ________________.

5. According to the Better Business Bureau, spot reducing by means of effortless exercisers is ________________.

INDICATE WHETHER YOU AGREE OR DISAGREE WITH EACH STATEMENT. BE READY TO DISCUSS THE REASONS FOR YOUR CHOICES.

AGREE DISAGREE

_____ _____ 1. Your individual life style should be a consideration in choosing clothing.

_____ _____ 2. Quantity is more important than quality.

_____ _____ 3. A bargain is always a good buy.

_____ _____ 4. You should consider whether a new piece of clothing will go with the colors of clothing you already have.

_____ _____ 5. National brands are dependable guides to quality.

3

BEFORE YOU BUY

COSMETICS SPECIALS

DICTIONARY

passwords ...

3

BEFORE YOU BUY

COSMETICS SPECIALS

ACNE	*A skin condition in which the oil glands become clogged and inflamed, often causing pimples*
ALLERGENICITY	*The degree to which a product may cause allergic reactions in users*
ALLERGY	*A reaction or sensitivity to normally harmless substances*
ASTRINGENT	*Causing to shrink or contract*
COAL TAR DYES	*Dyes used in such products as hair colors and dyes*
CONCOCT	*To make by combining ingredients*
COSMETICIAN	*A person skilled in making or applying cosmetics*
COSMETICS	*Anything we rub, pour, sprinkle, or spray on our bodies to improve our appearance*
COSMETIC SURGERY	*Operations to restore, remedy, or improve personal appearance*
EXEMPT	*To free from obligation or liability*

EXOTIC	Unfamiliar; foreign
FDA	The Food and Drug Administration
FRAGRANCE	A sweet or delicate odor
FTC	The Federal Trade Commission
HEREDITY	The tendency to resemble one's parents
HYPO-ALLERGENIC	Not containing known allergy-causing substances
MASCARA	A preparation used for coloring the eyelashes
MPB	Male Pattern Baldness
NORMALIZER	Returning to normal
OBESITY	Fatness
ORGANIC	Made from plant or animal substances
PABA	Para-aminobenzoic acid -- a sunscreen
POTENT	Strong
POTENTIAL	Possibilities
POTIONS	Doses
PREVALENCE	Widespread use

PURITY	*Free of contamination*
SAUNA	*Steam bath*
SENSITIVITY	*Irritability*
SUNSCREEN	*A preparation which screens out some of the sun's ultraviolet rays*
TOILETRIES	*Cosmetics*

Ready to Move On ?

Do You Know the Passwords ?

B-4 U BUY

COSMETICS SPECIALS

American consumers spend more than 10 billion dollars annually on cosmetics to paint, powder and *pretty* themselves -- to buy *hope in a bottle.*

While we may very well follow all the good consumer principles or guides in such matters as food shopping, when it comes to "buying dreams", our rational judgment may well fail, especially if we are concerned about "first impressions".

Theoretically, the knowledge that most cosmetics are the same; that in most cases cosmetics are made from relatively inexpensive, common materials, that our cosmetics can *not* transform us into the visions of loveliness or masculinity we might like; would cause us to be more careful consumers of our cosmetic products. Too often such knowledge is not used in planning our purchases, however.

What are *cosmetics?*
Webster and the FDA have this to say:

cos-met'ic	[Gr. *kosmetikos* skilled in decorating, fr. *kosmos* order, ornament.]—n. Any preparation (except soap) to be applied to the surface of the human body for lending attractiveness, for theatrical make-up, or for cleansing or conditioning the skin, hair, nails, etc. —*Webster*
cosmetic	(1) articles intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body or any part thereof for cleansing, beautifying, promoting attractiveness, or altering the appearance, and (2) articles intended for use as a component of any such articles; except that such term shall not include soap. —*Food, Drug and Cosmetic Act*

Note that probably the most common personal grooming aid--soap--is not defined as a cosmetic by either of these experts. Soap is exempted from regulation as a cosmetic. However, what most of us use is not really a soap, but a "beauty" or "bath bar" and may consist of soap and synthetic detergent. If no cosmetic claims are made that it will affect the structure or functions of the body or treat a disease, the product is not considered a cosmetic. How can you tell? Check the label. If the product lists active ingredients as do deodorant bars, the product is not considered soap.

The cosmetics industry lists 13 classifications of cosmetics.[27] Study their list on the next page and then answer the questions which follow.

Cosmetics

1. BABY PRODUCTS
   A. Baby Shampoos
   B. Lotions, Oils, Powders, and Creams
   C. Other Baby Products
2. BATH PREPARATIONS
   A. Bath Oils, Tablets, and Salts
   B. Bubble Baths
   C. Bath Capsules
   D. Other Bath Preparations
3. EYE MAKEUP PREPARATIONS
   A. Eyebrow Pencil
   B. Eyeliner
   C. Eye Shadow
   D. Eye Lotion
   E. Eye Makeup Remover
   F. Mascara
   G. Other Eye Makeup Preparations
4. FRAGRANCE PREPARATIONS
   A. Colognes and Toilet Waters
   B. Perfumes
   C. Powders (dusting & talcum, excluding aftershave talc)
   D. Sachets
   E. Other Fragrance Preparations
5. HAIR PREPARATIONS (NON-COLORING)
   A. Hair Conditioners
   B. Hair Sprays (aerosol fixatives)
   C. Hair Straighteners
   D. Permanent Waves
   E. Rinses (non-coloring)
   F. Shampoos (non-coloring)
   G. Tonics, Dressings, and Other Hair Grooming Aids
   H. Wave Sets
   I. Other Hair Preparations
6. HAIR COLORING PREPARATIONS
   A. Hair Dyes and Colors (all types requiring caution statements and patch tests)
   B. Hair Tints
   C. Hair Rinses (coloring)
   D. Hair Shampoos (coloring)
   E. Hair Color Sprays (aerosol)
   F. Hair Lighteners with Color
   G. Hair Bleaches
   H. Other Hair Coloring Preparations
7. MAKEUP PREPARATIONS (NOT EYE)
   A. Blushers (all types)
   B. Face Powders
   C. Foundations
   D. Leg and Body Paints
   E. Lipstick
   F. Makeup Bases
   G. Rouges
   H. Makeup Fixatives
   I. Other Makeup Preparations
8. MANICURING PREPARATIONS
   A. Basecoats and Undercoats
   B. Cuticle Softeners
   C. Nail Creams and Lotions
   D. Nail Extenders
   E. Nail Polish and Enamel
   F. Nail Polish and Enamel Removers
   G. Other Manicuring Preparations
9. ORAL HYGIENE PRODUCTS
   A. Dentifrices (aerosol, liquid, pastes, and powders)
   B. Mouthwashes and Breath Fresheners (liquids and sprays)
   C. Other Oral Hygiene Products
10. PERSONAL CLEANLINESS
   A. Bath Soaps and Detergents
   B. Deodorants (underarm)
   C. Douches
   D. Feminine Deodorants
   E. Other Personal Cleanliness Products
11. SHAVING PREPARATIONS
   A. Aftershave Lotion
   B. Beard Softeners
   C. Men's Talcum
   D. Preshave Lotions (all types)
   E. Shaving Cream (aerosol, brushless, and lather)
   F. Shaving Soap (cakes, sticks, etc.)
   G. Other Shaving Preparation Products
12. SKIN CARE PREPARATIONS (CREAMS, LOTIONS, POWDER & SPRAYS)
   A. Cleansing (cold creams, cleaning lotions, liquids, and pads)
   B. Depilatories
   C. Face, Body, and Hand (excluding shaving preparations)
   D. Foot Powders and Sprays
   E. Hormone
   F. Moisturizing
   G. Night
   H. Paste Masks (mud packs)
   I. Skin Lighteners
   J. Skin Fresheners
   K. Wrinkle Smoothing (removers)
   L. Other Skin Care Preparations
13. SUNTAN AND SUNSCREEN PREPARATIONS
   A. Suntan Gels, Creams, and Liquids
   B. Indoor Tanning Preparations
   C. Other Suntan Preparations

After having read the cosmetics list carefully, answer the following questions:

1. There are 13 types of cosmetics listed.
   How many product types are listed? __________

2. Choose one product type you are familiar with and list several brands or examples of that product:

3. What part of the body has the greatest number of products listed?

   ____

   Does this mean more of us are unhappy with this part of our appearance?

4. List at least 4 things you can do to your skin with skin care products.

   ____

   ____

   ____

   ____

   ____

5. Discuss: *"Personal cleanliness cosmetics (type 10) are the most important cosmetics for someone concerned about his appearance."*

6. How much do you already know about grooming products?
   Are you quite knowledgeable, not too well informed, know very little, or care to learn more?
   What do age and sex have to do with your answers?

COSMETICS

Key points in the choosing and using of cosmetics include the factors of INGREDIENTS, COST, and SAFETY.

The wise consumer will consider all three of these factors in learning that

COSMETICS CAN BE FUN

1 INGREDIENTS

A cosmetic lab may well contain some 2,000 raw materials for use as preservatives, acids, alkalies, buffers, neutralizers, moisture content controls, coloring agents, flavorings, fragrances, and processing aids. Only the informed consumer really knows what he or she is rubbing, pouring, sprinkling or spraying on his body.

Since April 15, 1977, the Food and Drug Administration regulation for the labeling of all cosmetics has been in effect. New labeling regulations require that ingredients be listed prominently, in their decreasing order of prevalence, on the label of cosmetic products. Should the container be too small to list all the ingredients, a tag of some sort must be used.

Of what value is such an ingredient list if you don't know what all those long ingredient-words mean? Answers are available from both the industry and the library.

The *CTFA COSMETIC INGREDIENT DICTIONARY* is the product of an industry initiative to develop uniform names for cosmetic ingredients. Previous to 1973 there was no source available for commonly accepted names of cosmetic ingredients. Some 9,000 chemical and trade names for cosmetic ingredients were reduced to approximately 2,500 CTFA Adopted Names.

WHO'S WHO IN THE COSMETIC INDUSTRY and *ASK THE INDUSTRY--A DIRECTORY OF COSMETIC INDUSTRY RESOURCE PERSONNEL* provide reference to contact persons when it is necessary to inquire regarding cosmetic ingredients or other such concerns. The latter publication was produced especially for the purpose of offering the medical profession a ready resource when questions arise concerning a patient's possible reaction to a cosmetic ingredient.

The Cosmetic, Toiletry and Fragrance Association, Inc. (CTFA) is a trade association whose publication, *INTRODUCING...THE COSMETIC, TOILETRY AND FRAGRANCE INDUSTRY TODAY*, offers an interesting overview of the industry today.

THE CONSUMER'S DICTIONARY OF COSMETIC INGREDIENTS by Ruth Winter, available in public libraries, lists cosmetic ingredients in alphabetical order; provides descriptions of common uses and possible reactions; and also lists basic types of cosmetic ingredients.

Knowledge of the ingredients contained in the cosmetics we use can offer several types of information. It is interesting to note that the most common ingredient and the one with the highest percentage in many cosmetics is water.

Comparing labels on cosmetics makes it possible to make more informed purchases through comparison shopping. Possible sources of allergic reactions can be identified. For those consumers with a real scientific interest, products can be interesting sources of study of the use of specific compounds and their use in products--such as additives for preservatives, fragrances, binding of ingredients, etc.

Those ingredients commonly used in cosmetics may be classified according to function:

PRESERVATIVES offer protection against infection by preventing decomposition of the ingredients in the cosmetic.

ACIDS, ALKALIES, BUFFERS, and NEUTRALIZERS prevent skin irritation by controling the degree of acidity or alkalinity in a product.

MOISTURE CONTENT CONTROLS prevent cosmetics from drying out.

COLORING AGENTS provide the wide range of hues in lipsticks, rouges, eye makeup, fingernail polish, etc.

FLAVORINGS include the more than 2,000 flavoring additives available for use in cosmetics, foods, and drugs. Flavorings are important additives in lipsticks, dentifrices, and mouthwashes in which they are employed at rates ranging from a few to three hundred parts per million.

PROCESSING AIDS help maintain mixtures and assure product consistency as well as influencing smoothness, volume, and uniformity.

Terms about which the cosmetics consumer should be informed when shopping for cosmetic products include *Medicated, Miracle Ingredients, Organic* and *Hormones*.

MEDICATED products sound promising to the consumer who has had difficulties with non-medicated cosmetics. According to the *AMA COMMITTEE ON CUTANEOUS HEALTH AND COSMETICS* however, they do little if any good, and more often than is realized, may harm ailing skin.
When considering a medicated product, ask: *Medicated with what?*
To cure what?
For whom?

MIRACLE INGREDIENTS are those which stimulate hope and curiosity: *"Just because a similar product has not worked the desired magic in the past, why should I not believe in this one?"* Living as we do in a scientific age, we are used to the impossible becoming the probable and the actual. Why not in cosmetics too? Probably because if we look back far enough the same "miracle" ingredient has been popular in the past.

No clinical or scientific studies have yet shown that the use of "miracle" ingredients can give benefits which could not be gained from use of the cream base alone. Therefore, it would seem wiser to pass up the extra expense of such added ingredients unless the extra cost makes the purchaser extra happy.

ORGANIC cosmetics must, by legal definition, contain only substances derived from plants or animals which have been raised without the use of hormones, pesticides, or chemical fertilizers. This sounds quite assuring to the consumer. In reality, however, the term may be applied to anything the manufacturer wishes. The term *organic*, therefore, may not be one for which the consumer should pay extra.

HORMONES are chemicals which produce specialized effects in the body. Female hormones such as estrogen have been added to cosmetics and the claim made that skin can be made to look younger, etc. It seems, however, that the effects can only be measured by the microscope and that such results are only temporary.

It would seem that such products should be "handled with care" since the body's tolerance has been found to total 20,000 units per month. Cosmetic labels list units. However, "proper usage" of such products may be difficult to determine if night creams, day oils, hand creams, and shampoos all contain 7,500 to 10,000 units of estrogen per ounce.

HYPO-ALLERGENIC cosmetics are purchased by consumers who are interested in or need cosmetics which contain no allergy-causing ingredients. In reality, however, no ingredient can be completely safe for every user. Someone, somewhere, could have an allergic reaction to an ingredient which is safe for most users. Those persons who are truly allergic will *probably* benefit from the use of hypo-allergenic products. But, they should also guard against the use of the most common allergens, such as perfumes (spray on clothing, not the skin), bleaching creams, hair dyes, sun-screens containing para-aminobenzoic acid (PBA), and depilatories.[4]

2

MONEY MATTERS to most cosmetic buyers.

FANCY BOTTLES AND CHEMICALS WITH AWESOME-SOUNDING NAMES DO NOT ALWAYS MAKE A BETTER COSMETIC.

There is a 500% to 1000% SPREAD BETWEEN COSTS AND SALE PRICE OF MOST COSMETICS.[57] At first this is a shocking fact. This is especially true for those consumers who are concerned with making wise purchases in all areas, including their cosmetic purchases.

Cosmetic prices which amount to $320 per pound for face cream, milk products at $21 a quart and fragrances at $100 per ounce can be contrasted with the $1.00 lipstick and various lines of discount-store cosmetics.

Cosmetic purchases are special purchases, however. They are not always made for reasons of necessity. While a new or replacement bar of deodorant soap might be classified as an item of necessity, the newest shade of lipstick might not. In some instances, a higher price may actually be a selling point. Gift items especially are more impressive with a higher price tag. Lipsticks and perfumes are obvious examples.

Cost factors of cosmetics include more than the cost of the ingredients, of course. There are the usual costs to the manufacturer such as salaries, advertising, and packaging. But in the cosmetics industry there are additional costs of research and testing to assure product safety.

In addition, the purchase of a cosmetic product is often more than just the purchase of a disposable product. It is the purchase and use of a product that may make you feel better inside as well as looking better on the outside.

IF A COSMETIC PLEASES YOU AND CAUSES YOU NO PROBLEMS IN USE, IT PROBABLY SERVES A USEFUL PURPOSE. HOW USEFUL, IN TERMS OF MONEY SPENT, ONLY YOU CAN DECIDE.

3

SAFETY

Certainly one of the most--if not *the* most--important factors to consider in the choice of cosmetics is *SAFETY*.

Cosmetics *can* be fun. The careful consumer will consider not only the ingredients and cost involved, but the safety of the cosmetics user as well.

> Safety is freedom from unreasonable risk of significant injury under reasonably foreseeable conditions of use. This definition recognizes that where evidence from published and unpublished scientific and marketing information does not demonstrate or suggest reasonable grounds to suspect significant adverse reactions, the ingredient or product must be considered safe under the specified conditions of use. There are, of course, no absolutely harmless substances; but there are ways and means of using substances in a relatively harmless way. Thus, safety is defined in terms of the probability that the material will not produce significant damage under certain specified conditions.[15]

In addition to the ingredient testing for safety by the cosmetic manufacturers, such firms also frequently test for misuse of a product such as the possibility of a hand cream accidentally rubbed in the eyes. Some of the most common injuries caused by cosmetic products are to the age category 0 - 5 years old.

WHAT YOU DON'T KNOW CAN HURT YOU. First, be informed. Then act upon that information. Don't be one of the *Silent Majority*. Too many consumers complain only to their friends, but that does not benefit anyone. If a consumer experiences an adverse reaction to a cosmetic, the manufacturer, the FDA, and the Consumer Product Safety Commission should be informed.

There is no cosmetic that does NOT cause an ill effect in someone

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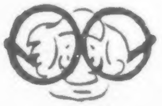
Flammable hair sprays, shampoos which are toxic to eye tissues, chemicals in bubble baths that irritate the skin, colognes containing alcohol that ignite from cigarettes and stoves, talcum powder inhaled into the lungs, feminine deodorant sprays that irritate the lower urinary tract, and the use of some 125 ingredients "suspected of causing cancer" illustrate the range of safety problems with cosmetics.[16] The seriousness of such problems is difficult to determine. The wise consumer shops carefully, chooses wisely, and uses these products properly.



Let's look at some of the basic areas of concern--those products about which you should be especially cautious--and then see what should be done if you find a product to be unsafe. About cosmetics, the public has not only been ill-informed, but too often misinformed.

Antiperspirants, Deodorants

Deodorants are intended to prevent odor; antiperspirants are designed to reduce perspiration, a normal body function, and are therefore regulated as drugs rather than cosmetics. Some ingredients in these products may cause allergic reactions or skin irritations. Properly used, roll-on and cream deodorants are considered safe. Aerosol forms present the possibility of burns because of the high alcohol content in the sprays.

Bubble Bath

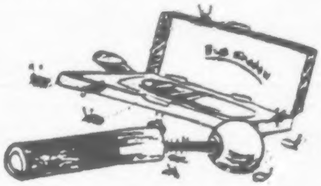
A "fun" product developed in the 1940s, bubble bath has caused reactions in many people--reactions which are certainly not funny. The FDA indicates such problems may be caused by the removal of protective body coatings which allows infections and inflammations to occur. Reactions caused by the use of some bubble bath products have ranged from mild skin rashes or redness to an illness known as Stevens-Johnson Syndrome which is characterized by rashes, fever, joint pain, eye disorder and prostration.

Cheek Coloring

Blush and rouge products in gel and paste form may become contaminated with bacteria and cause injury. Ingredients such as fragrances, colors, or perfumes may also cause skin irritation.

Depilatories

Designed as a product to destroy hair, depilatory products are potentially irritating to the skin.
"Any compound that has a destructive effect on hair will also affect skin and may cause irritation," according to the American Medical Association.[18] Such products should *never* be used on the face or if redness, soreness or other reactions occur following the recommended patch test.



Eye Makeup

Eye makeup such as mascara may well prove a menace to the innocent consumer.
EYE MAKEUP IS ONE OF THE LEADING CAUSES OF COSMETIC INJURIES IN THE UNITED STATES.
In the use of eye cosmetics as in the use of all consumer goods, it is the consumer who is in control of much of his own safety. Many of the hazards of eye makeup lie in the misuse or accidental movements of the consumer. Many women have lost their sight either temporarily or permanently through one slip of the hand with an eye makeup brush.

Mascara tubes and eyeshadow containers can produce harmful bacteria when the preservatives in such products break down. Because of the seriousness of the injuries which might occur through the misuse or uninformed use of eye makeup cosmetics, consumers of such products might be well-advised to follow certain basic preventative steps:

Don't keep makeup--especially mascara--too long. Throw it away after 3-4 months when preservatives may have begun to lose their effectiveness.

When you buy a new mascara, discard the old brush.

Don't share makeup.

Wash hands before applying makeup.

If makeup calls for water, use water--not saliva.

Don't leave a purse containing cosmetics in the sun or any area where the temperature is above 85°F. The heat (and pH changes) breaks down preservatives.

AD 142

Use a makeup which contains a preservative to inhibit growth of bacteria and fungi.

If you have reactions to cosmetics which continue beyond a day or two, see a doctor and take the cosmetic with you so the doctor can culture it for bacteria or determine which ingredient may be causing your reaction.

Hair Colors & Dyes

The dyes used in hair dyes to temporarily or permanently change hair color are termed "Coal Tar" dyes by the FDA. However, today most are derived from petroleum. According to a General Accounting Office cosmetic report, "There is increasing evidence that some coal tar dyes pose a significant risk of cancer to users because known or suspected cancer-causing colors in these dyes may be absorbed through the skin and scalp."[38] Consumers who use hair dyes should be careful to use the patch test explained in the directions for product use and *never* use such products to change eyebrow or eyelash color--severe irritation or even blindness may occur if such products come in contact with the eye.

The importance of the "patch test" cannot be over-emphasized. Reactions may occur only after several uses. Most consumers feel the patch test is required only when a product is first used. Patch tests should precede *each* use.

Face Powder

The talc in face powder and other cosmetic products can irritate the nose and lungs, causing respiratory problems. Excessive use of such products may clog pores.

Hairsprays

Aerosol hairsprays are not only dangerous to use around cigarettes or any flame, but may also cause eye irritation; a lung disease known as pulmonary thesaurosis; and even death from the inhalation of heavy concentrations of the aerosol propellants used in the hairspray.

Hygiene Sprays

Feminine hygiene sprays and such products as "jock itch" sprays produce complaints which include itching, burning, rashes, infections, and urinary tract infections. Because of such problems, feminine hygiene sprays must carry a warning label. Many consumers have determined that such products are not even needed and that frequent bathing is sufficient.

For those determined to use such products, remember: Read the label *carefully*, follow directions *exactly*, and follow *all* warnings given:

> "CAUTION—For external use only. Spray at least 8 inches from skin. Do not apply to broken, irritated, or itching skin. Persistent, unusual odor or discharge may indicate conditions for which a physician should be consulted. Discontinue use immediately if rash, irritation or discomfort develops."

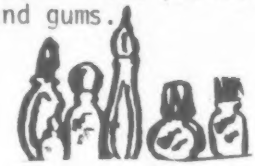
To be sure the consumer does not miss this warning statement, FDA requires that it be on the spray container itself, and it must be prominent and conspicuous.

Lipstick

Mouth and lip irritation can result from the use of perfumes, flavorings and colorings in the manufacture of lipsticks. Lip products applied by hand or with a brush can also easily become contaminated with bacteria.

Mouthwash, Freshener

The normal bacterial balance in the mouth can be upset by excessive use of antiseptic mouthwash. Nausea can result from swallowing mouthwashes. Those products in propellant form can be inflammable and irritate lips and gums.



Nail Polish

Polishes, strengtheners, hardeners and polish removers all contain fumes which are harmful if inhaled. The formaldehyde contained in some products can be an irritant. All such products are highly inflammable and care must be exercised in their use around matches.

Shampoo

Varying degrees of eye injury can result if shampoos are accidently squirted or rubbed in the eye. Egg and dandruff shampoos can cause streaking when used on tinted hair.

DISCUSS: WHY are cosmetics so much a part of our life in the U.S.? If--(1) cosmetics are made from some very common INGREDIENTS, (2) probably do COST too much, and (3) may not even be SAFETY-assured items?

Should we really use cosmetics at all, or should we just depend on that old standby, soap, and forget cosmetics altogether?

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Probably *not*.

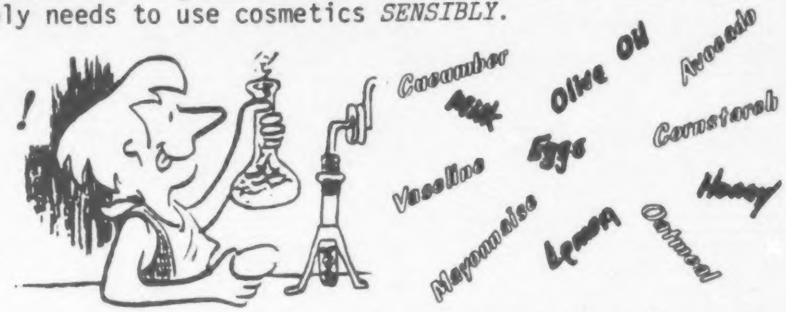
Although the ingredients may be rather common ones, not many consumers really want to concoct their own cosmetics.

Although the cost of a jar of lovely beauty cream seems astronomical when computed on the basis of cost-per-pound, just how long does it take to use a pound of beauty cream?

And although the cosmetic safety facts sound threatening, the informed consumer knows that many of the hazards are due to misuse or accidents.

Cosmetics -- for men and children as well as women -- are probably here to stay. We know that women were wearing mascara at least as long ago as 5000 B.C.[30] Today's consumer simply needs to use cosmetics *SENSIBLY*.

YES YOU CAN !



When you buy cosmetics you are paying for the name, the testing, the packaging, the fragrance, and the advertising. Cosmetics *are* expensive, but there are some "home brew" types which you can make inexpensively. Many work just as well as expensive potions with exotic ingredients. Here are some suggestions for ingredients you can probably find in your own kitchen:

FOR	USE
DRY SKIN	VASELINE MINERAL OIL
OILY SKIN	AVOCADO PASTE
SKIN ASTRINGENT	WITCH HAZEL SLICED CUCUMBERS EGG WHITE
SKIN NORMALIZER	DILUTED VINEGAR DILUTED LEMON JUICE
MOISTURIZER	HONEY OLIVE OIL
DEODORANT	BAKING SODA
DUSTING POWDER	CORNSTARCH 2 CUPS *(approx. ½ litre)* PLAIN TALC/10-20 DROPS SCENTED BATH OIL
CLEANSING CREAM	VASELINE COLD CREAM

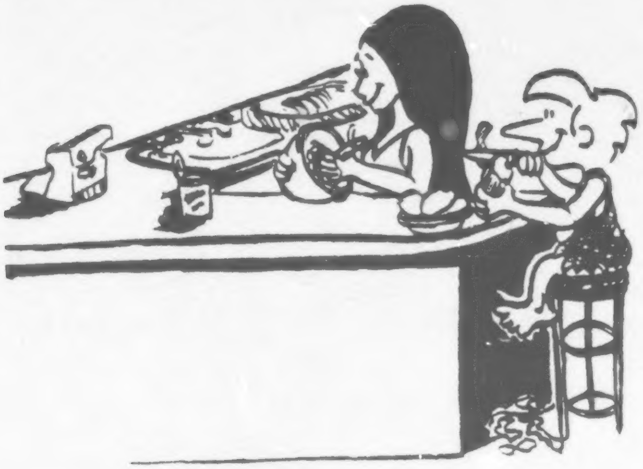
BATH OIL	CASTOR OIL 40% ALCOHOL
HAIR RINSE	LEMON JUICE (JUICE OF ONE LEMON/1 QT.*(approx. 1 litre)* WARM WATER) VINEGAR (2TBSP.*(30 ml)*/1 PT.*(approx. ½ litre)* WARM WATER) CITRIC ACID (1 TBSP. *(15 ml)*/1 PT.*(approx. ½ litre)* WARM WATER
FACIAL MASK	OATMEAL
TIRED EYES	CUCUMBER SLICES
DRY HAIR	MAYONNAISE
HAIR SETTING LOTION	MILK (SPRAYED WITH ATOMIZER)

Notice that for most of the items listed you have more than one suggested "homemade" cosmetic to use in place of the higher-priced commercial product. For instance, if you wish to concoct a skin astringent and don't have witch hazel in the house, you may well have either cucumbers or egg whites which you could use instead.

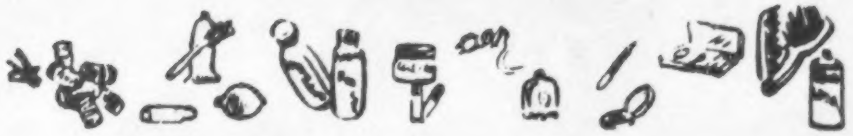
THE COMPLETE BOOK OF NATURAL COSMETICS is an excellent "recipe book" for anyone who wishes to really get with it and make every imaginable kind of cosmetic right in their own kitchen. The text was written by Beatrice Traven with her husband who is a cosmetics chemist and manufacturer.

In addition, don't overlook *THE CONSUMER'S DICTIONARY OF COSMETIC INGREDIENTS* by Ruth Winters. While not a "recipe book", it does give the ingredients in most cosmetics and would be a good reference or starting point.

So remember, if money matters you might enjoy trying some "cosmetic cooking" right in your own kitchen!



SPECIALS



So that we may improve on what we already have; so that we may be more--or less--heavy, hairy, tanned, etc.; so that we may buy someone's picture of perfection, enterprising manufacturers offer us acne preparations, sun products, obesity programs, hair preparations, feminine deodorant sprays, even "new bodies"--whether we need them or not.

Because such products and preparations are so *special*, the consumer should take a *special* look before buying.

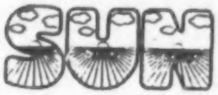
Acne Preparations are now available for use by those of us in need from the *"dimply, pimply"* set to the *"beautiful people."* Now there are good products on the market which can have the desired effect if chosen and used properly.

The person with acne problems, whether the teen or the harried housewife, should check the product label to make sure the product contains one of the ingredients dermatologists generally agree are effective against acne:

BENZOYL PEROXIDE *SULFUR* *RESORCINOL* *SALICYLIC ACID*

Also check the labels for the *% of active ingredients*. If the label omits percentages, it is possible the product contains too little of the effective ingredient to be of any real value.

Sun Agents claim to offer beautiful, even instant, tans. Many Americans feel a deep, golden tan is a necessity. BUT . . . Too much sun *could* lead to early wrinkling or even skin cancer.



When in the sun, *always* use a suntan preparation. Sunscreens containing *PABA (Para-aminobenzoic acid)* have proven most effective. Such products work effectively if applied 45 minutes before exposure, and if reapplied after swimming or perspiring.

Other sunscreen ingredients have been classifired by FDA[19] as follows:

Safe and Effective
Aminobenzoic acid
Cinoxate
Diethanolamine p-methoxycinnamate
Digalloyl trioleate
Dioxybenzone
Ethyl 4-[bis(hydroxypropyl)] aminobenzoate
2-Ethylhexyl 2-cyano-3, 3-diphenylacrylate
Ethylhexyl-p-methoxycinnamate
2-Ethylhexylsalicylate
Glyceryl aminobenzoate
Homosalate
Lawsone with dihydroxyacetone
Menthyl anthranilate
Oxybenzone
Padimate A
Padimate O
2-Phenylbenzimidazole-5-sulfonic acid
Red petrolatum
Sulisobenzone
Titanium dioxide
Triethanolamine salicylate

Not Safe and Effective
2-Ethylhexyl 4-phenylbenzophenone-2′ carboxylic acid
3-(4-methylbenzylidene)- camphor
Sodium 3,4-dimethylphenyl-glyoxylate

Require Further Testing to Establish Safety and Effectiveness
Allantoin combined with aminobenzoic acid
5-(3,3-Dimethyl-2 norbornyliden)-3-penten-2-one
Dipropylene glycol salicylate

Sunscreens reduce the amount of sun which reaches the skin by absorbing, reflecting, or scattering ultraviolet light. *Sun protection factors (SPF)* have been suggested as a means of helping consumers select products that best suit their needs. Sunscreens may be designated as follows:

- **Minimal** sun protection product: Provides SPF value of 2 to under 4, offers least protection, permits suntanning. Recommended for people who rarely burn and tan profusely.
- **Moderate** sun protection product: Provides SPF value of 4 to under 6, offers moderate protection from sunburning, permits some suntanning. Recommended for people who burn minimally and always tan well.
- **Extra** sun protection product: Provides SPF value of 6 to under 8, offers extra protection from sunburn, permits limited suntanning. Recommended for people who burn moderately and tan gradually.
- **Maximal** sun protection product: Provides SPF value of 8 to under 15, offers maximal protection from sunburn, permits little or no suntanning. Recommended for people who always burn easily and tan minimally.
- **Ultra** sun protection product: Provides SPF value of 15 or greater, offers most protection from sunburn, permits no suntanning. Recommended for people who always burn easily and never tan.

Sun-worshipers' pointers should include:

- USE A *PABA* SUNSCREEN PREPARATION DESIGNED FOR YOUR SKIN TYPE.
- KNOW YOUR INGREDIENTS. Remember that baby oil alone does NOT screen out any of the sun's rays. Vegetable oils--such as sesame, coconut, peanut, and olive--do screen out a small percentage and are common sun product ingredients.
- LIMIT YOUR EXPOSURE TO THE SUN.
    - Build up the time you spend in the sun.
    - Sun *before* 10 a.m. and *after* 3:00 p.m., when ultraviolet rays are weakest.
    - Remember that the sun is stronger the closer you are to the equator.
- WATCH FOR THE EARLY WARNING SIGNS OF SKIN CANCER:
    - A sore that does not heal.
    - Change in size or color of a wart or mole.
    - Development of any unusual pigmented area.

Obesity Programs probably offer the greatest number of possible rip-offs of the unwary consumer. Those purchasing such programs and devices are often desperate--willing to try any "miracle".

TO LIVE PROPERLY IN AMERICA, YOU MUST BE SLIM.
THAT'S THE ONLY WAY TO MARRY, GET A JOB, BE RESPECTED,
HAVE OPINIONS, COMMUNICATE, RELATE, AND DATE.
EVERYONE'S OUT TO HELP YOU--FROM THE MAKERS OF
SOFT DRINKS TO . . .

SO BEWARE !!

Obesity has been called one of the major public health problems in the United States today. Slightly over one in three Americans is overweight. We spend $1,000,000 an hour in our attempt to slim down. We spend this money on reducing gadgets, health spas, drugs, dietetic foods, fad diets, and any other new miracle solution that presents itself.

IF CONSIDERING...	REMEMBER:
DIETETIC FOODS	You may be paying more for foods that are often not significantly lower in calories. It might prove less expensive to prepare your own.
FAD DIETS	Such diets are designed to make you lose weight fast, without medical supervision. Such diets usually emphasize one type of food while ignoring other necessary ones. We need foods from all 4 of the basic food groups. Besides being nutritionally unsound, many fad diets can endanger your health. Some have even resulted in death.
DIET PILLS	Many diet pills have proven quite dangerous--even those prescribed by a doctor. Dr. Brian F. Hoffman, M.D., of the Clarke Institute of Psychiatry in Toronto, Ontario, reports studies of cases in which diet pills have caused psychological problems not related to obesity.
HEALTH SPAS	Health spas, reducing salons, etc., are sometimes guilty of misleading or false advertising and promotional devices. The use of *"free"* prizes and reduced membership fees are often *"come-ons"* to attract new customers. Testimonials and pictures of satisfied customers may be faked. Should you be considering a health spa, be sure to consider: INSTRUCTOR QUALIFICATIONS AVAILABLE FACILITIES LOCATION COMMENTS OF PRESENT MEMBERS TERMS OF CONTRACT COST ANNUAL PERCENTAGE RATE TRANSFER AND CANCELLATION CLAUSES METHOD OF PAYMENT

If you absolutely MUST lose weight, there are groups that have proven the answer for many in need. Recommended are:

150

Diet Watchers

Diet Workshop

Overeaters Anonymous

TOPS (Take Off Pounds Sensibly)

Weight Watchers

Each of the above are self-help groups with varying approaches. Look for local chapters.

GRAND OPENING
REDUCING SALON
IN

"SHED UGLY FAT FOR GOOD!"

"LOOK 6 INCHES SLIMMER -- INSTANTLY!"

"ENZYMES MELT FAT RIGHT OUT OF YOUR BODY!"

"FABULOUS NEW WAY TO SHAPE UP WITHOUT DIETING!"

"NOW! LIFETIME FREEDOM FROM FAT!"

All of these are current claims for "miracles" -- Don't be taken in.

Remember

- * THERE IS NO EASY WAY TO WEIGHT REDUCTION.
- * IT CANNOT BE BROUGHT ABOUT QUICKLY WITHOUT DANGER TO YOUR HEALTH.
- * ANY REDUCING GIMMICK -- CREAM, BELT, WRAP, LOTION -- IS ONLY AS EFFECTIVE AS THE WORK IT MAKES YOU DO.
- * DON'T PUT MUCH WEIGHT ON GIMMICKS THAT PROMISE QUICK RESULTS.
- * PROPER DIET, SUITABLE EXERCISE, AND A DOCTOR'S ADVICE WILL DO THE TRICK.

HAIR PREPARATIONS

include shampoos, coloring agents, products to prevent hair loss, even wigs.

A shampoo is basically detergent and water. The detergent cleans your hair. You pay extra for the foaming agents, scents, herbs, and other ingredients that may have nothing to do with the effectiveness of the product.

Although shampoos may not do all the fantastic things they claim, they do a better job than soaps. Soap leaves hair clean, but usually slightly dull.

Shampoo additives include *balsam, lemon juice, lanolin, herbs, egg, protein, milk, vitamins and minerals* which can have only a limited effect on hair. Only the outside hair layer is coated. Therefore, the additives are washed out with the suds and dirt! The more thoroughly a shampoo removes dirt, the less effective the additive.

Damaged or difficult hair may be successfully treated with after-shampoo conditioners.

Frequency of shampooing depends on hair type, style, personal activity, and climate.

* Hair growth can not be stimulated by something applied to the hair.

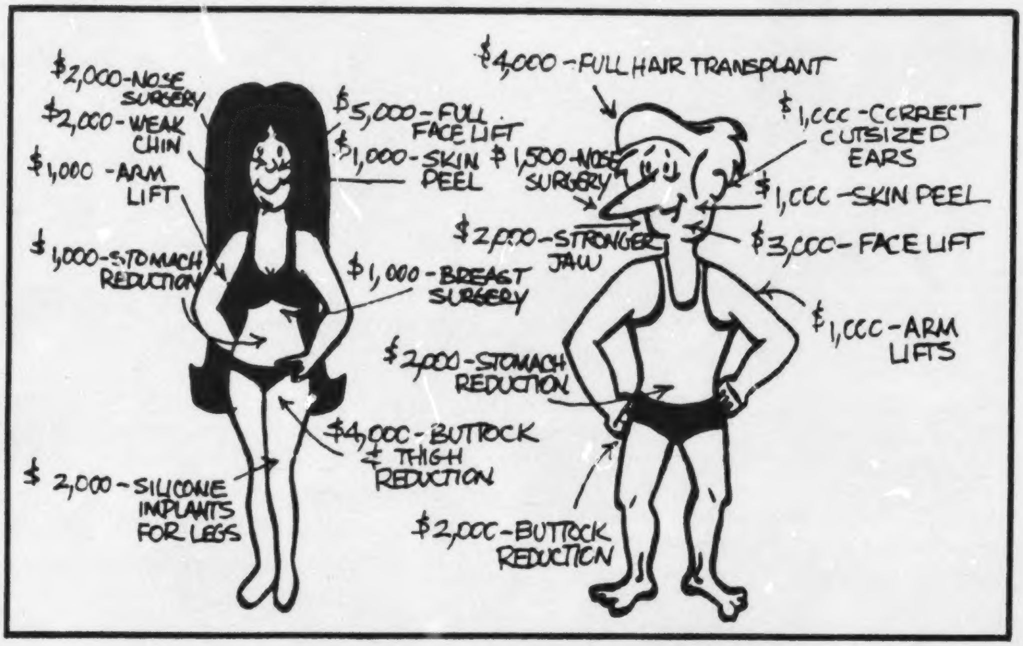
* Most people lose 50 - 150 hairs per day.

* Only your doctor can deal with hair loss. Some forms are temporary, others such as MPB (male pattern baldness) are a factor of age and heredity and are permanent and irreversible.

* Wigs are now light, have well-ventilated bases and are comfortable while allowing the scalp to breathe.
Length, bulk and construction determine the cost of a wig.

"NEW BODIES"

Yes, new bodies are now a reality--a miracle of modern cosmetic medicine. Much of the pain and long recovery time necessary have been removed. The going price (if you need a complete make-over) is only approximately $20,000


$2,000-NOSE SURGERY
$2,000-WEAK CHIN
$1,000 -ARM LIFT
$1,000-STOMACH REDUCTION
$5,000-FULL FACE LIFT
$1,000-SKIN PEEL
$1,000-BREAST SURGERY
$4,000-BUTTOCK & THIGH REDUCTION
$ 2,000-SILICONE IMPLANTS FOR LEGS
$4,000-FULL HAIR TRANSPLANT
$1,000-CORRECT OUTSIZED EARS
$1,500-NOSE SURGERY
$1,000-SKIN PEEL
$2,000-STRONGER JAW
$3,000-FACE LIFT
$1,000-ARM LIFTS
$2,000-STOMACH REDUCTION
$2,000-BUTTOCK REDUCTION

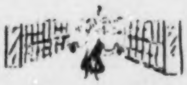
When shopping for this very specialized service, the wise consumer will follow the same guidelines followed in choosing any doctor.

> If possible, check with *satisfied customers* among friends as well as using the standard methods of doctor-choosing.
>
> Be aware of the approximate cost involved, the method used, the expected results, the details of recovery time, etc.

COSMETICS and SPECIALIZED PRODUCTS and Services are important consumer purchases. Shop carefully; know exactly what you are purchasing by examining ingredient, cost, and safety factors; know the cost of such products--in both dollars and safety; make some of your own cosmetics if you like; and use cosmetic and specialized products properly and carefully.

THE WISE COSMETICS CONSUMER WILL:

LOOK in newspapers, magazines, and stores for sample and trial offers of products that sound interesting.



COMPARISON-SHOP for the best buy--checking the ingredients to determine what he is really paying for.

CHOOSE products sold with a guarantee of satisfaction and return them if they don't satisfy. (A guarantee of satisfaction is understood for most established products).

TRY one product at a time in its smallest size. If it does prove to be the right one, watch for periodic sales.

FOLLOW label directions--every time a product is used.

REMEMBER that the best skin cleanser is a good soap.

BE especially careful in the use of eye cosmetics to avoid chemical and mechanical damage to the eyes.

ALWAYS wash hands before applying cosmetics. Normal bacteria could, if placed in the eye, cause infection.

CLEAN dusty or contaminated containers before use.

DISCARD cosmetics which are visably dirty.

IMMEDIATELY stop using any product that irritates, itches, or burns. If irritation continues, see a doctor.

DETERMINE whether a cosmetic causes an allergic reaction by applying a small amount on the inside of the forearm and leaving it for 24 hours. If there is any adverse effect, do not use it again.

NEVER allow children to play with cosmetics. While some cosmetics would not harm an adult, even if eaten, they might well harm children.

REPORT any product that causes any kind of undesirable reaction to the:

Manufacturer

FDA

Store where it was purchased

FTC

Consumer Product Safety Commission

Your U. S. Senator or Representative

ED 155

Review Time

3

BEFORE YOU BUY

COSMETICS SPECIALS

Complete the following statements by supplying the correct word or words:

1. ______________________________ are any of the preparations except soap which we rub, pour, sprinkle or spray on to improve our appearance.

2. Three factors to consider in choosing a cosmetic are:

   ____

   ____

   ____

3. Cosmetics which eliminate the use of known allergins are called ___________ - ___________________________________ cosmetics.

4. The term _________________________ is properly used for any ingredient made from plant or animal substances which have been raised without the use of hormones, pesticides, or chemical fertilizers.

5. The FDA (Food and Drug Administration) is concerned with the __________________ of the cosmetic products used in the United States.

True False

____ ____ 6. Except for differences in fragrances and packaging, most cosmetics are made from basically the same ingredients.

____ ____ 7. "Homemade" cosmetics are probably cheaper than commercial products.

____ ____ 8. Foods do not make good cosmetics or cosmetic ingredients.

____ ____ 9. "Recipe books" are available for those wishing to make their own cosmetics.

Five (5) special products or programs were discussed in this section of the PAL:

1. Acne Preparations
2. Sun Products
3. Obesity Programs
4. Hair Preparations
5. "New Bodies"

Write the number of the product or program which matches the Consumer Pointers stated below:

____ 10. Any gimmick is only as effective as the work it makes YOU do.

____ 11. Watch for early warning signs of skin cancer.

____ 12. Detergent and water are the active ingredients in these products. You are paying extra for other ingredients which may have little effectiveness.

____ 13. Look for effective ingredients such as resorcinol and salicylic acid.

____ 14. "Satisfied customers" should be consulted, when possible, before purchasing such an expensive product.

DISCUSS:

WHY do persons use cosmetics and special products?

What are GOOD REASONS for using cosmetics?

What makes a reason "good"?

4

STOP, LOOK, LISTEN, LEARN

STOP
TWEET!
LOOK

4

STOP, LOOK, LISTEN, LEARN

Mothers, teachers and TV stars teach children to *STOP, LOOK,* and *LISTEN* before crossing a street or at a railroad crossing. As a consumer of appearance-related products, it is wise not only to *STOP, LOOK,* and *LISTEN*, but also to *LEARN* from what we see and hear and from the experiences we and others have with such products.

American consumers are spending more than $10 billion for cosmetic products and more than $30 million for clothing and shoes. Appearances *do* matter to us.

It would seem that the American public spends most of its time washing, cleansing, moisturizing, shaving, deodorizing, brushing, manicuring, shampooing, polishing, sunbathing, and making up its face--if we were to believe all the advertising.

TO USE AND TO BE USED

Make two lists.
First, list all the cosmetics WHICH YOU USE:

Second, list all the cosmetics which USE YOU--but first, you might like to think about what it means to be used.

If you have anything in list number two, you might talk about how and why you let yourself be used. If you aren't sure what *letting yourself be used* means, read a little further. Then you may wish to go back and think about list number two again.

Advertising affects us daily.
Cosmetics advertising is the leader in magazine and TV advertising.
What are we being promised?
Is it possible for the product to deliver all it promises?

Can the "right" toothpaste get you a date?

Will a new suit with a celebrity label impress the boss or that special girl?

How long will it take the miracle ingredient in the face cream to rid you forever of all those wrinkles?

The answers are *PROBABLY NOT, NOT NECESSARILY,* and *FOREVER.* Such products may do other things for you such as make you feel good about yourself. If that is what you wish to purchase, fine. But LET THE BUYER PREPARE -- *before* the purchase is made, and *before* he is misled. Some of the claims made really are *"too good to be true"*.

TOOTHPASTE

Let's consider one item which many of us purchase--tooth cleansers ("toothpaste").

WHAT DO WE WANT A TOOTH CLEANSER TO DO FOR US?
What are our *GOALS* in using such a product?

WHAT ARE THE OPTIONS OPEN TO US if we want to clean our teeth?

WHAT POINTS SEEM REASONABLE in selecting a tooth cleanser for your personal use?

example: price
preparation time

Study tooth cleanser advertisements on TV, radio, and in the printed media. *What do they tell us about WHY we should use a product and HOW we should select the best product to purchase?*

THE WISE CONSUMER

The first ingredient for making *WISE CONSUMER DECISIONS* is the creation of *personal awareness*. Personal awareness involves:

A. Being AWARE of one's personal feelings, beliefs, values, attitudes, and actions;
B. Being ABLE TO EXPLAIN one's own feelings, beliefs, values, attitudes, and actions;
C. Being ABLE TO EVALUATE AND JUSTIFY one's personal feelings, beliefs, values, attitudes, and actions; and
D. Being ABLE TO ACT UPON carefully thought-out decisions.

We have looked at a lot of personal grooming items and decisions in America. We have studied **Conforming Persons**, **Non-conforming Persons**, and **Independent Persons**.

In 1972 a sociologist, Lewis Yablonsky, wrote a book about ROBOPATHS. In his book, Yablonsky argued that robopaths are machine-like people that act like robots. The features of robopaths are:

Conformity	To them, conformity is a virtue. Look alike. Think alike. Act alike. Anything new or independent is seen as strange or threatening.
Image-Making	To them, actions are done to create an impression or an image--a correct and proper image. It is more important to look like a good student than to be one. It is more important to look good than to be good.
Other-Directed	To them, what is good, true, and beautiful depends upon what others in their group think. They are not inner-directed, thinking things through for themselves.

Discuss the following:

"The advertising for, and emphasis upon, cosmetics and personal grooming in America tend to make us into ROBOPATHS *rather than* **Indpependent Persons**.*"*

"The real issue in America is NOT whether cosmetics and personal grooming items are safe, but whether INDEPENDENT PERSONS should be so pre-occupied with matters of vanity, beauty, and personal appearance."

4 important POINTS TO REMEMBER for the consumer of personal grooming products are the following:

COSMETICS, APPLIANCES, AND SPECIAL PRODUCTS DO NOT ALWAYS LIVE UP TO ALL THEIR PROMISES.

Can toothpaste give you sex appeal?
Do you really want sex appeal--or just clean teeth?

Can weight-reducing gadgets take off and keep off all those extra pounds?
Can diet "candy"?

Can a youth cream take 10 years off your complexion?
Can you afford it?

CLOTHING MIGHT "MAKE THE MAN" -- APPEAR RATHER SILLY.

COST IS NOT ALWAYS A GUARANTEE OF QUALITY OR THE BEST BUY.

Does the $6.00 lipstick color the lips any differently than the $2.25 tube--or is the container the important factor?

Do the name-brand fashion jeans fit and wear better, or just have a "celebrity" label?

Does the expensive bubble bath make you feel better than the store brand?

Does an inspection of the ingredients labels reveal the only real difference to be the fragrance and the container (which you probably discard)?

PERSONAL GROOMING PRODUCTS MUST BE USED CAREFULLY AND ACCORDING TO DIRECTIONS.

Review Time

4 STOP, LOOK, LISTEN, LEARN

Indicate whether you AGREE or DISAGREE with each of the following statements:

AGREE	DISAGREE	
_____	_____	1. A wise consumer of personal grooming products knows why he makes the product choices he does.
_____	_____	2. "Personal Grooming" advertising misleads consumers to expect too much from grooming products.
_____	_____	3. A cosmetic which costs more is worth more -- "You get what you pay for."
_____	_____	4. Advertising of personal grooming aids can be a good source of information on new products.
_____	_____	5. The wise consumer of personal grooming aids remembers to:

STOP	before buying too quickly
LOOK	at claims and ingredient labels
LISTEN	to advertising claims and "satisfied customers"
LEARN	from experience--of others as well as his own

5

SOMEBODY CARES

DICTIONARY

passwords ...

5 SOMEBODY CARES

CTFA	*The Cosmetic, Toiletry and Fragrance Association* *A trade association which provides industry information to its members, physicians, and the public*
CPSC	*The Consumer Product Safety Commission* *The Federal agency which regulates the safety of most noncosmetic, nondrug substances used in the home*
FDA	*The Food and Drug Administration* *The Federal agency which regulates the safety and the labeling of cosmetics*
FTC	*The Federal Trade Commission* *The Federal agency which regulates the advertising and pricing and distribution of products under its jurisdiction*
RESPONSIBILITIES	*Obligations*
RIGHTS	*Those things to which one has a just claim or should expect*

Ready to Move On ?

Do You Know the Passwords ?

SOMEBODY CARES

The cosmetics consumer and the personal appearance product consumer is not without some degree of help. There really *IS* somebody out there who cares.

The Cosmetic Manufacturers--need to hear from consumers. If they can't please, they can't sell. Write to the consumer or public relations office of the firm.

The FDA -- Food and Drug Administration--is the primary governmental agency with responsibility in this field.

The FTC -- Federal Trade Commission--investigates false advertising claims other than those appearing on product labels.

Postal Officials who are responsible for mail order fraud.

Departments of Consumer Affairs--departments in many states which are interested in consumer problems of many types.

The consumer who is misled or the victim of fraud does have somewhere to turn.

Consumer protection comes from both the government and industry. *The Federal Food, Drug, and Cosmetic Act* prohibits the movement in interstate commerce of adulterated and misbranded foods, drugs, cosmetics, and medical devices.

It was with the first Pure Food and Drug law in 1906 that the need for consumer protection in regard to cosmetics was first noted. It was not only what we put *in* our bodies, but also what we put *on* them that must be controlled. It was not until 1938, however, that the Federal Food, Drug, and Cosmetic Act was passed. And not until 1977, of course, could the consumer read a cosmetic label and really discover what he was rubbing, sprinkling, or spraying on his body.

If the Food and Drug Administration (FDA) concludes a product is unsafe, or that its labeling is false or misleading, the FDA can take regulatory action to stop the violation. Such action could range from product seizures to recalls to criminal prosecution.[30]

On the next page you will see a REACTION REPORTING FORM to use with the FDA. This form may be copied for your use, or you may simply write a letter of your own including the same information. Each such consumer complaint must be investigated by the FDA.

REACTION REPORTING FORM

Mail to: Food and Drug Administration
Division of Cosmetics Technology (HFF-440)
200 "C" Street, S.W.
Washington, D.C. 20204

Name: ______________________ Date: __________

Address: ______________________

____

Product (e.g. hand lotion) ______________________

Brand Name (e.g. Camelot) ______________________

Additional Name (e.g. Magically Moist) ______________________

Manufacturer's Name and Address (*e.g.* ABC Cosmetics, Inc., Dollard, Maryland)

____

Packaging or Application Type (e.g. roll on, aerosol, gel, etc.) ______________________

____

Code or Lot Number ______________________

Approximate Date of Purchase ______________________

☐ Male ☐ Female Age __________

Special Skin Condition (e.g. acne, eczema, etc.) ______________________

____

Related Health Problems (e.g. asthma) ______________________

Date or Dates of Use ______________________

Description of Adverse Reaction (check where applicable)

☐ rash ☐ reddening ☐ swelling ☐ sneezing ☐ other

Comment: ______________________

____

____

____

Reaction Confined to Area of Application Only ______________________

Reaction Spread to Surrounding Areas Beyond Application ______________________

Reaction Appeared: ☐ immediately ☐ one hour later

☐ one to six hours later ☐ after repeated application ☐ other

Area of Body to Which Product Was Applied ______________________

Area of Body on Which Reaction Occurred ______________________

Approximate Date of Reaction ______________________

Signature ______________________

COMPLIANT
LETTER

Warning labels required on products with a potential for harm if they are not used with reasonable care by the consumer include two types of labels for aerosol containers. These are (1) a cautionary statement on feminine deodorant sprays because of complaints received from consumers and physicians, and (2) a label required of cosmetic manufacturers who have not substantiated the safety of the product. Such a warning label must read:

> "WARNING—The safety of this product has not been determined."

Under the Color Additive Amendment of the Food, Drug and Cosmetic Act, color additives used in cosmetics must be approved for purity and safety.[30]

The Fair Packaging and Labeling Act ensures that packages and labels provide consumers accurate information about the identity of a product, the net contents, and the name and address of the distributor.

With such information available on the product, the consumer may compare ingredients when comparision-shopping, determine if a product contains ingredients which may be allergins, determine costs, and contact the distributor, if necessary.

The Federal Trade Commission Act requires truthful and accurate promotional claims. Advertisers must have factural evidence to substantiate their claims.

Pricing and distribution practices are reviewed by the FTC to maintain active competition within the industries.

The Hazardous Substances Act authorizes the Consumer Product Safety Commission (CPSC) to regulate the relative safety of most noncosmetic, nondrug substances used in the home.

The CPSC therefore accepts complaints and provides information on current recalls, warnings, or bans concerning soap.

The U. S. Postal Service regulates those businesses which use the Postal Service to deliver products to consumers.

Specialized products such as weight-reducing devices and medical devices are included in this area. Instances of suspected fraud should be reported.

Industry initiative in the area of consumer protection and product safety is demonstrated by such trade associations as the Cosmetic, Toiletry and Fragrance Association.

CTFA
Cosmetic
Ingredient
Dictionary

As mentioned previously, the *CTFA Cosmetic Ingredient Dictionary* and *Ask the Industry--A direction of Cosmetic Industry Resource Personnel* provide valuable information. In addition, CTFA initiated a three-part program to provide the FDA with information on: (1) where cosmetics are manufactured; (2) what cosmetics are made of, and (3) safety-related complaints. Semi-annual filing of consumer product experience reports by manufacturers or distributors report the number and seriousness of cosmetic complaints.

The key ingredient in assuring that personal appearance products are safe and that the consumer is informed, however, is YOU. Let the FDA, the FTC, and the postal officials as well as the firms manufacturing and selling the products, know when you have difficulty.

When registering a complaint, include the following information:

Name of the product and any coded information appearing on the label

Name and address of the store where purchased

Date the product was purchased

An account of the results of your use of the product

While *SOMEBODY CARES* about the consumer of personal grooming products and his *rights* are protected, the *responsibilities* of the consumer are also critical. Consumer responsibilities are (1) to be informed; (2) to use products properly and according to directions; and (3) to inform those responsible in real cases of misrepresentation, safety hazards, or fraud.

Useful addresses for these purposes are:

CPSC

Consumer Complaints Section
Consumer Product Safety Commission
Washington, D.C. 20207

CTFA

The Cosmetic, Toiletry and Fragrance Association, Inc.
1133 15th Street, N.W.
Washington, D.C. 20005

FDA

FDA District Office or

Director, Division of Cosmetics Technology
Food and Drug Administration
200 C Street, S.W.
Washington, D.C. 20204

Review Time

5 SOMEBODY CARES

Complete the following statements with the correct word or words:

1. The safety of the personal grooming products we use today is regulated by both the Federal ____________________ and the ____________________ which produces the product.

2. The four Federal regulations or acts which offer consumer protection to the personal grooming products consumer are:

   ____

   ____

   ____

   ____

3. The two R's of the consumer are his ____________________________ which are protected by others, and the ______________________________ he has to himself and others.

4. The two Federal agencies to be contacted in the case of a grooming device which did not produce any of its promised benefits to the consumer who ordered the product from a mail-order company are

   ____

   ____

170

Today is the
1st day
Of the rest
of your life.

SO REMEMBER:

FIRST IMPRESSIONS--AND PERSONAL APPEARANCES--COUNT.

PRODUCTS CANNOT ALWAYS DELIVER ALL THEY PROMISE.

BEAUTY APPLIANCES SHOULD BE EVALUATED FOR PERFORMANCE, APPEARANCE, VERSATILITY, SAFETY, SERVICE, WARRANTY AND PRICE.

CLOTHING PURCHASE CONSIDERATIONS SHOULD INCLUDE NEEDS, QUALITY, CARE, AND COST.

EVALUATE COSMETIC INGREDIENTS, SAFETY, AND COST.

SPECIAL PROGRAMS AND PREPARATIONS SHOULD RELATE TO YOUR SPECIFIC NEEDS AND BE ABLE TO DELIVER WHAT THEY PROMISE.

IT CAN BE PROFITABLE--AND FUN!--TO MAKE COSMETICS AT HOME.

SOMEBODY DOES CARE ABOUT THE CONSUMER--THE MANUFACTURER, THE FDA, THE FTC, THE POSTAL OFFICIALS, CONSUMER AFFAIRS DEPARTMENTS, ETC.

SELF - EVALUATION

1. As you reflect upon your experiences using this PAL, what were the most important things you learned?

2. What are your positions on:

   BEING A CONFORMING PERSON --

   BEING A CAREFUL CONSUMER --

   JUDGING OTHER PEOPLE BY YOUR FIRST IMPRESSIONS

3. When it comes to personal grooming products, are there any personal habits you have which you would like to change?

4. What are the important consumer education topics about which you want to know more?

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PROJECT $CAT

You have just completed studying one module of the SCAT curriculum. There may be other topics about which you wish to learn more. SCAT modules can help you acquire skills, concepts, and knowledge necessary to function as an informed and wise consumer in twelve areas.

HEALTH AND THE CONSUMER contains 6 units:

BALANCED DIET: Eater's Digest
FOOD ADDITIVES: Eat, Drink, and Be Healthy
FOOD SHOPPING: Food for Your Brood
MEDICAL CARE: Say Ahh!
PERSONAL GROOMING: Let's Face It!
PRODUCT SAFETY: An Ounce of Prevention

MONEY MANAGEMENT AND THE CONSUMER contains 6 units:

BASIC ECONOMIC SKILLS: Baffled, Bothered, Bewildered
BUDGETING: Easy Come, Easy Go!
BANKING: You Can Bank on It!
CREDIT: Ch..a..r..rge!!!
INSURANCE: It's Later Than You Think
TAXES: An Offer You Can't Avoid

"$KILLS FOR CONSUMERS APPLIED TODAY"

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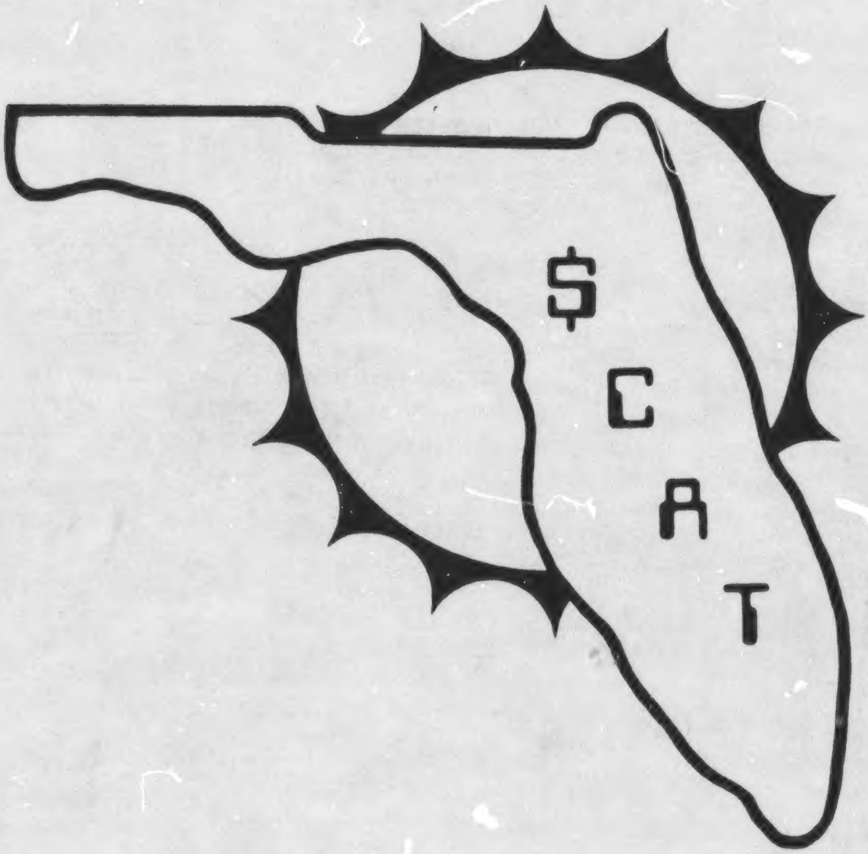

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